

FOR ALUMNI OF  
THE ACADEMIC  
CAMPUS OF  
VIRGINIA  
COMMONWEALTH  
UNIVERSITY

# SHAFER COURT

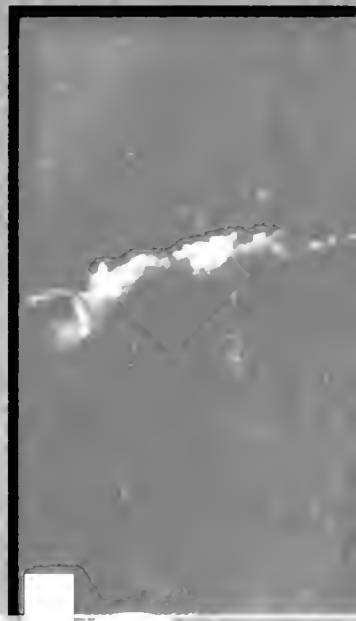
## CONNECTIONS

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# visions

made **visible**

## WE'RE CHANGING

The University has been committed to sending the alumni magazine to all alumni. Unfortunately, we can't keep seeing each other like this.

Publication costs continue to rise, and the number of alumni grows by 4,000 every year. There are now more than 100,000 alumni.

Our goal is to produce a high quality magazine that reflects alumni pride, achievement and talent. *Shafer Court Connections* uses alumni talent in its production and focuses most of its space on alumni. We will continue that commitment.

Within the next 18 months, however, we will have to cut our production and distribution costs significantly. The Alumni Association Board and the editors are talking over several possibilities, and we will be telling you more about proposed changes in the next two issues.

We welcome your ideas. Send them to us at VCU-ALUM@vcu.edu or visit the alumni website at [www.vcu.edu/alumni/](http://www.vcu.edu/alumni/). Fax us at (804) 828-0878 or mail us at P.O. Box 843044; Richmond, Virginia 23284-3044.

## GREATER RICHMOND PARTNERSHIP IN NYC

An annual New York event November 18 gave VCU alumni a chance to gather, while VCU and its Greater Richmond Partners convinced New Yorkers that Richmond is a great place to live and work. About 130 people heard VCU's Joyce Dodd's slide presentation about VCU's 21st Century

News Center, a multimedia training ground for graduate students and professional journalists. Actor **Raynor (Johnson) Scheine '70BFA** stopped into the reception at the Time-Life Building on his way to LA, to visit with fellow alumni and share the audible and edible delights of a jazz trio and great hors d'oeuvres.



## GOLDEN CIRCLE AT HOME

Members of VCU's Golden Circle, our 50-year alumni, had a look at plans for their new VCU home in October. They gathered in the parlor at Ritter-Hickock House—a previous home, since the house had been an RPI

dorm. **Martha Moore '37BS/H&S**—on right, with Clinton and **Lucille (Anderson) Baber '39BS(MT)/AH**—especially enjoyed hearing plans for the new Alumni House, because 924 West Franklin Street was home to Martha when she was first married.



## VCU ALUMNI ASSOCIATION CALENDAR SPRING 1999

March 8-12

### Alumni Extern Program

March 22

March 30

### Alumni Call-a-thon to Top 500 Students

University Meeting Center

6:00 pm

March 20

### African American Alumni Council Meeting

Alumni Board Room, Student Commons

10 am

April 10

### Now We're Cookin'

April 23-24

### Reunion '99

Classes of '49 and '59, African American Alumni, Departments of Music, Political Science, Accounting and Psychology

April 26-28

### Exam Survival Kits

May 1

### Odyssey of the Mind

Creative problem solving competition for 4,500-5,000 Virginia students K-12 all over campus.

May 4-12

### Tuscany Alumni Campus Abroad

May 5-6

### Cap and Gown Distribution and Commencement Photography

Student Commons Theatre

May 11

### VCU Alumni Association Board of Directors Meeting

May 15

### Commencement '99

#### Commencement Breakfast

Sixth Street Marketplace 7:30 am

May 24

### AAA Council Meeting

University Meeting Center

10 am

August 18-26

### Ireland Alumni Campus Abroad

October

### Grand Opening of VCU Alumni House

## VCU ALUMNI ASSOCIATION

### Alumni Association Officers

Marsha Shuler '74BS '79MA/B  
*President*

Hugh Keogh '81MS/MC  
*President-Elect*

James Rothrock '78MS/AH(RC)  
*Secretary*

Beth Ayers '91MS/E  
*Treasurer*

Jack Amos '68BFA  
*Officer at Large*

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*School of Social Work*

Marika Byrd '92BGS/NTS  
*Nontraditional Studies Program*

Quentin Corbett '72BS/B  
*School of Business*

Marie Tsuchiya '89PhD/E  
*School of Education*

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#### Term Expiring 2001

Kathleen Barrett '71BS '73MS/B

William Davis '74BS/H&S/CPA '79MS/H&S/CPA

Stephanie Holt '74BS/E

Richard Leatherman '79BGS/NTS '82MED '87PhD/E

Katherine Mattes '90BA/H&S

#### Term Expiring 2000

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Mark Kemp '79BFA

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Bruce Twyman '74BS/MC

#### Term Expiring '99

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Elly Burden Gill '79BS '91MED/E

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Linda Vines '82MSW/SW

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Marilyn Campbell '81BS/MC

#### VCUAA President's Appointees

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M. Kenneth Magill '65BS/B '69MS/E

Nicholas Orsi III '65BS/B

Joan Rexinger '86BGS/NTS

# SHAFFER COURT CONNECTIONS

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VCU's new graduate program is the Adcenter of attention across the country.

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Alumni stars lit up a November evening.

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An array of new buildings on both campuses brings a paradigm shift for VCU.

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From the drawing board to the bank, and from the ground up,  
VCU expertise builds a bunch of villages.

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Good news for the patient.

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## DEPARTMENTS

PO BOX 843044 2

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### COVER PHOTOGRAPHY:

Engineering by Kevin Schindler '89BFA; Seigel Center and Parking Deck Bookstore by Jennifer Watson; Medical Sciences by Allen Jones; Construction worker by Dennis McWaters.

VOL. 5, NO. 1  
SPRING 1999

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*Shaffer Court Connections* is a magazine for alumni and friends of the Academic Campus of Virginia Commonwealth University in Richmond. VCU is a Carnegie One Research University with an enrollment of 22,700 students on the Academic and Medical College of Virginia Campuses. The magazine is published two or three times a year by VCU Alumni Activities.

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# VCU

Virginia Commonwealth University

An Equal Opportunity/Affirmative  
Action University

I have just received my first issue of *Shafer Court Connections* magazine from the VCU Alumni Association, and I want to pass along how pleasantly surprised I was with the quality of this publication.

I would say this alumni magazine is on par with many schools' alumni magazines I've seen, and considering how "young" VCU and the concept of VCU Alumni is, this is an excellent publication. Keep up the good work. This is a piece of mail I look forward to seeing!

Steve Kadar '82-'89

The Summer '98 issue of *Shafer Court Connections* had a very nice three-page article on the University's year 2000 preparations, written by Kathleen Thomas. I have received many positive comments on it, and am confident it has helped the University community understand the issues at hand. The storm-tossed ship on the cover generated several humorous comparisons to the Titanic, which have lightened up a few of our tasks. Thanks.

Richard John  
VCU Year 2000 Coordinator

It was great to have received the alumni publication. It helps to keep me connected to VCU, which I miss very much. Please note the new address and change in your computer system. I hope it is university-wide so I don't miss out on other VCU publications. Thank you.

Susan Ciconte '93BS/H&S

I am writing to change my address, but I have to add that I really like *Shafer Court Connections*. It is a class act of alumni magazines.

Kim Carlton



## Foreign Correspondent

*VCU alumni all over the world can give us a closer perspective on our global community. Regis Chapman '91PhD/H&S had left for Tirana, Albania, as a budget advisor from the U.S. Treasury last April, just as the situation with ethnic Albanians in neighboring Kosovo, Serbia, was heating up. We heard from him in July.*

I'm here for a full two years, but so far, the embassy has restricted our travel to a couple of local bunny hops. I brought my camping and climbing gear and am just dying to get out into the mountains.

Actually, things are calmer now than in April. There is less gunfire at night. At first I thought it was the world cup keeping the bad guys at the TV. Now I'm thinking the guns have moved up north to Kosovo.

Two months ago I spent an evening unpacking my air shipment with guard Hassan, and later that evening, meeting his 15 year-old son. Erion was about to finish his school year and leave to work in Greece to help support his family. A couple weeks later, I heard that Erion was apprehended and beaten by Greek soldiers as he was trying to hike across the mountains into Greece.

Had he made it, he would have earned about \$45 per week, or \$270. My guess is his living expenses would have been about \$100, giving him a net gain of about \$170. Worried about the consequences of being caught a second time, Erion is working here in Tirana now. Fortunate to have a job, he works 10 hours a day, six days a week in a factory that manufactures doors. His weekly pay is \$10. After eight weeks, he will start a three-year professional program that will qualify him as an electrician.

His family is proud he has chosen this course, since they regard the "gymnasium," their term for the academic track that leads to a traditional university program, as unwholesome and leading to alcohol, drugs, smoking, and disco.

I want to point out the stark reality that Hassan and Erion are not special. They represent tens of thousands of Albanian families who are trying to survive and who are hoping the future holds something better for their children.

Yes, we congratulated ourselves and they celebrated the end of Communism eight years ago. But they are worse off now and I can see the question in their eyes—what do they have to do and how long do they have to wait for a better life? Say a prayer for them.

*In September he wrote from Washington*

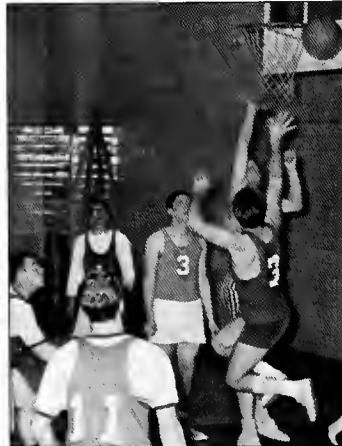
Dianne and I were evacuated from Albania due to terrorist activity. Since we've been here, Albania has had a series of anti-government demonstrations, one of which trashed the Finance Ministry, leaving bullet holes in my office wall! On October 10, I leave for a one-month assignment in Lithuania. Hopefully, the situation in Albania will allow us to return in November.

*In January 1999, he wrote*

I was in Lithuania for two months. Currently, Dianne and I are in Budapest, where I'm developing a training program for finance professionals in former communist countries. I will be assigned to Slovakia in a month or so, which promises to make me feel guilty. But I suppose someone has to live 45 minutes from Vienna!

Anything unusual going on? One of the blessings of Europe is you can go for weeks without hearing a word about the Clinton-Lewinsky deal. Please give my best to colleagues and students.

Regis Chapman



## Our Man in Bosnia

Another alumnus, John Cencich '93C/H&S, is serving on the Tribunal for War Crimes in The Hague. He holds a Certificate in Criminal Justice from VCU and had been head of the enforcement division for Virginia's Charitable Gaming Commission, where the Division's work had resulted in 16 indictments for racketeering and money laundering—eight convictions, eight pending, in late August.

He is doing forensic investigation in the field in Bosnia and Kosovo to corroborate testimony on war crimes—sifting through mass graves and other detective work. Investigators are protected by UN troops. An interesting wrinkle is that Cencich's grandfather came to the U.S. from Croatia around 1900, although John Cencich speaks no Croatian.

I've been involved with law enforcement for 20 years and you're always threatened with danger," he said. "I'm going into this with a positive attitude."

*From an article in the Richmond Times-Dispatch, August 22, 1998, by staff writer Tyler Whitley.*

## Reality Bites

We've heard informally from some of you that you enjoyed the humor in Joe Nio's piece about appearing in the Dockers commercial with his band, The Seymores. You've asked for more stories like that, and we'd like it, too.

We'd love to hear from other alumni who have some post-grad, Real Life experience and would like to do a little write-down (not stand-up) comedy. Call Mary Ellen Mercer at (804) 828-7029; or email: mercer@atlas.vcu.edu.

## Thank you, Keasia, and Good Luck!

Keasia Macklin, who for the past three years has done the Herculean task of writing up Alumni Notes as well as other duties, has left VCU Alumni Activities to go to school (at VCU, of course) full time for her teaching degree. Keasia plans to teach some very lucky first graders.

## The Way We Were

Top flight equipment for recreation classes and intramural sports at RPI's gym in 1967 meant the horse, some mats, and a basketball court. (Those gymnasts look aerodynamically sound.) For *The Way We Are*, read about the new Siegel Center on page 14.



### "A Richmond Phenomenon"

VCU President, Dr. Eugene Trani, has "seen the future," and it works. Trani took a three-month sabbatical last spring and summer to investigate what observers are calling "the Cambridge Phenomenon." He went to England to find out what turned that quiet college community into "the greatest concentration of high-tech activity in Europe." There are a lot of parallels with Richmond, Trani says, and he is eager to import success. In fact, he feels the job is half done already.

"Richmond now needs to go to the next level if its status as a high-technology center is to become a significant part of its regional and national reputation," Trani told the *Richmond Times-Dispatch*.

Trani outlines the steps toward "a Richmond phenomenon" in The Cambridge Report. He is particularly excited about the role of synergy in creating this kind of center. In talking with "these brilliant scientists about chemical synthesis and microelectronic technology and life sciences and biotechnology, they would say, 'You don't understand. They're all the same technology. They're coming together.'" Some major correlations with Cambridge and directions he sees for Richmond are:

- The presence of high-tech university and corporate research facilities, such as the White Oak Semiconductor Plant; a \$75 million research building at American Home Products; Ethyl Corp's downtown research facilities; industry research at Reynolds Metal, DuPont, Philip Morris, and Allied Signal; the Virginia Biotechnology Park, the School of Engineering and the planned new Life Sciences Building;
- Land—which Cambridge doesn't have—to develop further research facilities and large and small-scale manufacturing plants, which,

along with universities, will form high-tech corridors along interstates 64 and 95;

- A continuing strategy for recruiting multi-national knowledge-based companies; and
- An opportunity for strong leadership to work with community and higher education to develop and implement a vision for the future.

Dr. Trani is something of a Richmond phenomenon himself for the central role he has given the University in the economic development of Richmond and Virginia. Richmond tabloid *Style Weekly* named him 1998 Richmonder of the Year for the "Trani-Vision" that has "transformed the face and the future of Richmond."

### 21st Century News Center

The School of Mass Communications opened Phase One of its 21st Century News Center (below) on November 6. Workshops and instruction for professional journalists begin this year, and VCU plans a master's program to start in Fall, 2000.

While building multi-media skills in technologies like computer-assisted reporting, audio-video editing and website design, the Center's curriculum will examine the implications of new technologies, integrating law and ethics into all course work. Center executive director, Joyce Dodd, says that "Phase One highlights infrared, radiofrequency and CAT 5 cable technologies."

The Center is supported by \$1.25 million from Media General Inc. and Time Inc., and \$250,000 in technological assistance from Ifra, the international association for newspaper and media technology. The fundraising goal is \$10 million for endowed professorships, technology and



### Still, a Life in Art

Theresa Pollak, who founded RPI's Art School in 1928, celebrated her 99th birthday last August, and many alumni, friends and admirers responded to the invitation illustrated by her sketch, "Still Life with Telephone." They came to celebrate a life of purpose and quality. In her 40 years of teaching, Pollak taught thousands of students, influencing generations of artists. She respected her students and her art enough to demand the best from them. Easy praise was not her style—which sometimes woke up young talent with a start—but serious artists understood quickly how much they would learn from her. (Often they first realized through her that they were serious artists.)



Theresa Pollak in the 1938 Wigwag.

In her own art, she is a master observer, using color, shape and line to represent her subjects with a dynamic balance of tension and harmony. She chose to earn her living teaching so that her art would be her own, uncompromised by market trends or celebrity. A stroke left her partially paralyzed in March. "All the parts wear out," she told Roy Procter in the *Richmond Times-Dispatch*. "I don't have any spare time. It takes so long just to do the necessities now. . . . I can't see what I've done on paper." Then she added, "I have to make a whole new readjustment."

In September, *Richmond Magazine* honored Theresa's legacy with the first annual Pollak Prizes for Excellence in the Arts.

architectural design and construction. William E. Ahearn, vice president/executive editor of Associated Press; J. Stewart Bryan III, chairman and CEO of Media General Inc.; Richard Stolley, senior editorial advisor at Time Inc.; and VCU President Eugene P. Trani attended the opening.

### Beam Us Out, Scottie . . .

UCLA's Richmond campus? It's already happening, through distance learning classes transmitted from UCLA to sites in Virginia. Thanks to a \$100,000 grant from Bell Atlantic, VCU will soon beam our classes to sites from Abington (VA) to Qatar.

Our first site will be the Southwest Higher Education Center in Abington, VA, receiving RT, PT and OT programs from the School of Allied Health. The School of Pharmacy will target their PhD program to several areas in Virginia. The School of the Arts will use the Cabell site to send instruction to Qatar.

The Office for Information Technology (OIT) will use the grant money to create two state-of-the-art interactive video distance education classrooms available to all faculty and staffed by OIT, one on each campus, in Cabell and Thompkins-McCaw Libraries.





### Provost Steps Down

After 31 years, **Dr. Grace Harris '60MSW**, VCU's highest-ranking academic officer and one of its longest-serving administrators, will retire as provost and vice president for academic affairs next June.

"It is the right time and the right thing to do at this point in my life," Harris comments. "And what's great about this retirement is that I won't be leaving the university entirely. I plan to keep my commitment to VCU." She will stay on as a professor and continue to guide several projects.

Harris joined VCU in 1967 as an assistant professor, then became

director of student affairs in the School of Social Work. She was dean of the school from 1982-90, when she became vice provost for Continuing Studies and Public Service. In 1993 she was named provost and vice president, and has twice acted as president in Dr. Trani's absence.

She has provided leadership in the development of VCU's long-range Strategic Plan, the School of Engineering, the Adcenter and the 21st Century News Center in the School of Mass Communications, and several interdisciplinary Centers of Excellence. She has been instrumental in forging VCU's international agenda. She counts service on a number of community boards and projects among her accomplishments.

"Dr. Harris has been a very important member of the VCU team and the Richmond community for many years," said VCU's president, Dr. Eugene Trani. "Her talent is immeasurable."

In January, Harris received the University's Presidential Award for Community Multicultural Enrichment for increasing diversity and understanding at VCU and in its neighbor communities.

A national search for a new provost is under way, headed by Dr. Robert Holsworth, director of the Center for Public Policy and Dr. Hermes Kontos, vice president for health sciences and dean of the School of Medicine. Representing alumni on the committee are **Marsha Shuler '74BS '79MA/B** and **Lou Oliver Brooks '77BFA '82BS/AH**.



### Art Machines

Junior mechanical engineering major **Chris Groome** quickly learned that a dose of creativity goes in perfect tandem with technical drawings and design specifications.

An exhibition December 7 in the lobby of the Engineering Building featured collaborations by arts-and-engineering student teams.

Undergraduate sculptors contributed kinetic designs, and juniors in engineering figured out the mechanics of movement. Together the students gave birth to some moving art and intriguing machines. The show was sparked by a similar approach at MIT, whose artist-in-residence, sculptor-engineer **Arthur Ganson**, visited VCU in November.

"This project created more opportunities for me," said **Allison Andrews**, a sculpture senior who exhibited several kinetic works. She worked with mechanical engineer **Jason Pfeiffer** and junior **Barbara Kruse** to build "**Sisyphus**," a moving sculpture designed to unplug itself. Kruse, with a double major in mechanical engineering and sculp-

ture, is the first recipient of the EDC Corp. scholarship in Engineering and Arts, established by EDC President **Tom Eilerson** because "the best engineers are those who are creative, those who marry science and art."

Sculpture Chair **Joe Seipel** sees a growing use of mechanics in the arts, like motion sensors that activate artworks. "Artists are somewhat in awe of what is happening with technology and what it can do for them," he commented. "There's more common ground than anyone had ever imagined."

### Legislative Priorities 1999

Virginia has a \$900 million surplus in the state budget this year. VCU's requests to the Virginia General Assembly this year focus on:

**Enrollment Growth.** Governor **James Gilmore's** proposed budget included \$1.1 million for enrollment growth. VCU is requesting \$7.5 million, to be used for more faculty, academic programs and student support in life sciences, general education, arts, engineering, and in all Schools on the MCV Campus.

**Capital Budget.** General fund support of \$7.7 million for maintenance reserve projects and \$4.6 million for life/fire safety improvements—giving VCU full funding for SCHEV-recommended projects. VCU also asks for \$1.1 million in planning funds for capital construction projects.

**MCV Campus and MCV Hospitals.** VCU is asking \$13 million to support undergraduate medical education. Because of lower insurance reimbursements, universities can no longer rely on clinical revenue to subsidize medical education. VCU's MCV Hospitals is also asking for \$10 million more from the state to help cover uncompensated indigent care.

**Winchester Family Practice.** VCU asks for an additional \$278,000 for training family physicians in rural Virginia.

**Virginia Biotechnology Research Park.** The park is requesting \$10 million in general funds to buy land included in its master site plan. When completed, the park will include 1.5 million square feet of space, \$5 billion in investment, and about 3,000 high-paying jobs.

### Serving the Unbanked

Unemployment is at 4 percent. Prosperity is not just around the corner, but in the backyard. An SUV in every garage. Global business takes off. But what about those left behind in a post-welfare-reform era? What about low-income citizens who don't have the same access to capital—for buying a house, for starting a business, for educating their children?

More than 400 professionals came to VCU in April when the Federal Reserve Bank of Richmond joined



### Teacher, Scholar and Activist

The School of Social Work lost a dear friend and colleague when **Dr. David Saunders** died July 25, 1998, after a long battle with cancer, at 56. Known as a strong advocate for social justice for the poor, David was a committed teacher, scholar and activist who was not only an educator, but a trusted and respected member of the community.

A 1963 graduate of Dartmouth College, David earned his MSW from the University of Michigan in 1965, and received his Ph.D. in Social Work and Social Research from **Bryan Mawr College** in 1975. He came to VCU as an assistant professor in the School of Social Work, and was associate professor from 1978 until his death.

David served on the Governor's Council on Alcohol and Drug Abuse Problems from 1987-90, and he was the executive director of the Metro Richmond Coalition Against Drugs from 1991-94.

Even while battling cancer, David continued his advocacy for the poor. In December, 1997, he joined Dr. David Stoesz to speak to the Virginia legislature on the results of a study of ways to help families gain permanent independence from welfare. Last April, he and Dr. Stoesz worked with the Federal Reserve Bank of Richmond to present A Symposium on the Delivery of Financial Services in a Post-Welfare-Reform Society, a forum attended by 400 bankers and professionals to discuss access to financial services for residents of low-income communities.

We all miss David. The halls of the Raleigh Building echo the silence created by the loss of a truly loving and giving companion, friend and fellow.

—**Dr. Frank Baskind**, Dean of the School of Social Work

*The School has established the David N. Saunders Legislative Internship Fund to recognize Dr. Saunders' commitment to social work education and its interaction with government. Donations can be designated for the fund and made payable to the School; send to Dean's Office, VCU School of Social Work, P. O. Box 842027, Richmond, VA 23284-2027. Or call Jeff Franklin at (804) 828-0410.*



forces with the School of Social Work for a symposium on delivering financial services to residents of low-income areas. Speakers focused on expanding electronic banking services and building assets in low-income neighborhoods. One source of financial services is community development credit unions like Chicago's South Shore Bank and the Marshall Heights Community Development Corporation in D.C. An important development in late 1998 is the federal Assets for Independence Act which sets aside \$125 million for a five-year trial of Individual Development Accounts (IDAs). The Virginia legislature has designated \$500,000 to try out IDAs (VIDAs) in five sites.

### We Are the World

How do we develop global leaders for the next century? More than 250 scholars from 30 states and 15 European Union countries met at VCU to exchange ideas when the School of Business hosted the 1998 U.S.-European Union Joint Consortium Conference November 5-8 (photo below). VCU won an \$81,500 grant from International Partnerships in Interactive Research and Learning (IPRL) to fund the meeting.

Faculty in fields as diverse as engineering, health care, architecture, aerospace, law, environmental science, journalism and semiconductor manufacturing discussed what skills their students need. The consensus was that future leaders should be multicultural and multilingual; they must be able to use and understand technology; and they must be interdisciplinary. They must be able to build relationships.



A program highlight was a demonstration of the virtual international classroom in the School of Business—which takes distance learning into new dimensions. Conference organizer, Dr. Van Wood, Philip Morris Chair in International Business, holds joint classes with students in VCU's IPRL consortium—students in Oregon, Montana, both Irelands and France. Students and teachers can watch and converse through TV monitors; a computer link lets them view any website or use any software program; a VCR hookup brings in videos; and a camera can focus in on notes or an object—often a product.

Wood's classes learn to use the equipment, donated by Bell Atlantic, which is commonly used in global corporations—and they learn what to use it for. Student teams introduce European and U.S. products to each other and research markets for their products in Europe and the U.S.

Cultural differences emerge in a business simulation game, Wood observes. "French students are conservative about investment. Polish students are reluctant to spend any money. The U.S. students spend all their money right away, lose it, and then want to take out a loan."

Spanish visitor Pablo Amor, from the European Commission, commented, "I give grants for this kind of equipment all the time, and this is the first time I've ever seen anything that makes it worthwhile." Wood comments, "They realized the U.S. is more than just New York and LA."

*Coming up, the School of Business will host the International Business Forum, where experts from Europe, Asia and the U.S. will speak on Global Innovative Technologies, from biotech to telecommunications. It's free and open to the public at the Student Commons on March 23, 3:30-5:30 pm.*

### Engineering a School

VCU's new \$40 million School of Engineering has been called "a marriage of academics and industry." It's a marriage that has had strong support from a diverse group of industry, university and government relatives. You could say the whole family was there to celebrate the dedication of the first building on November 13. In the courtyard, at left, are William Goodwin, president of the Engineering Foundation; former Governor George Allen; VCU President Eugene Trani; Jay Weinberg, rector of VCU's Board of Visitors; U.S. Senator Charles Robb; and Dr. Henry McGee, founding dean of the School of Engineering. A dinner the night before honored those whose thought and generosity contributed to the School. A highlight was the unveiling of Loryn Brazier's '62BA/A portrait in "old master" style of the founding Board of the Engineering Foundation.

The dazzling stone and glass building at Belvidere and Main Streets is designed to foster creative solutions. "In this school, there are no departments and there are no walls blocking the free flow of creativity," said President Trani. The building and the School are a catalyst for the fusion of ideas not only from different engineering disciplines, but incorporating communications, business, and even art. Faculty, students and industry mentors were learning and working in the state-of-the-art facilities by last summer, and the third class of engineering freshmen started classes there last fall.

"Our commitment both to our partners who invested in this project and to the students who enroll here is to create a school that is grounded in real-world experience to prepare engineers for careers—not just jobs," President Trani continued. Dean McGee pointed out that the partnership of industry—like Philip Morris, Virginia Power and Motorola—with education gives the School the resources to "push for new boundaries and blend disciplines in an environment that brings engineering to life for our students."

Goodwin added that the School's high quality teaching will be complemented by its research into "the modernization of manufacturing processes and to building the science at the intersection of engineering and medicine." Business and industry leaders on the Engineering Foundation were partners not only in raising funds for the school, but in establishing a crossdisciplinary curriculum that teaches students to think outside their highly functional and gorgeous box.

The press and other visitors had a look at the Virginia Microelectronics Center, featuring 7,500 square feet of "clean room" space for research and learning with semiconductors. The Center is supported by an \$11 million incentive package developed by Allen and approved by the 1996 General Assembly to attract Motorola Inc. to build manufacturing facilities in Virginia. Allen has dubbed Virginia "the Silicon Dominion."

Senator Robb congratulated VCU and Foundation leaders for "establishing yourself right at the outset as one of the finest engineering programs in the country." (For more, see page 15.)

### A Running Start

Dr. Henry McGee Jr., founding dean of VCU's School of Engineering, will step down at the end of the spring semester. When McGee came from Virginia Tech to develop the School in February 1994, he wanted "to balance the traditional mathematical and analytical approach to engineering education with a stronger orientation toward synthesis, creativity and imagination."

McGee is pleased with the progress toward those goals, and he feels that the School's support "from diverse partners, particularly in the industrial sector, is a critical ingredient in achieving our vision."

"Henry has been a guiding force in turning this school from dream to reality," says VCU President Eugene Trani. "Under his leadership, we recruited our first engineering undergraduates eager to study in innovative curricula that are drawing attention nationwide." This fall, the School of Engineering welcomed its third undergraduate class and dedicated its first building.

McGee will continue to promote the Engineering School with the external community and help with fundraising. A university committee will conduct a national search for the School's second dean.



DENNIS MCWATERS



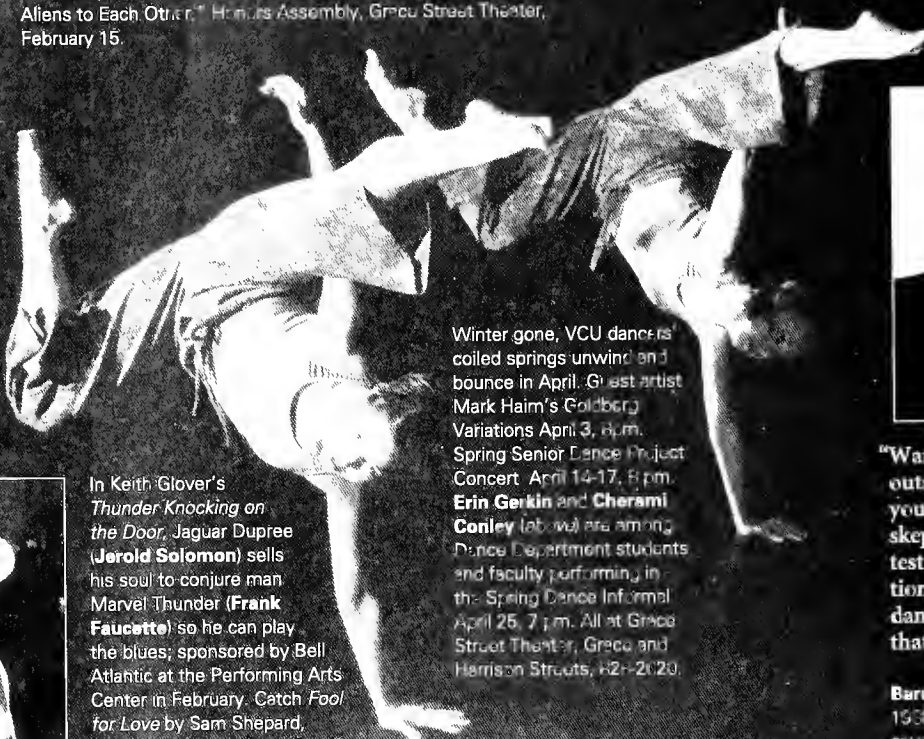
"The phrase 'arts community' is an oxymoron. Disorganized by its very nature (the creation of art is often a solitary activity), the art world was also incredibly divided in its opinions on what should happen to the Endowment. The most radical artists thought that the NEA's demise would be a good thing, perhaps on the theory that it would spring reborn, in a purer form, from the ashes. That theory, as one staffer put it, is from dream city."

**John Frohnmayer**, Head of National Endowment for the Arts under President Bush and author of *Out of Tune: Listening to the First Amendment*; 1992 National First Amendment Award from People for the American Way "Ethics, Politics and Arts: Aliens to Each Other," Honors Assembly, Grace Street Theater, February 15.

# Live at VCU



**Upcoming Honors Lecture: "Tales of a Shaman's Apprentice,"** world famous ethnobotanist **Mark Plotkin** in IMAX film and in person at the Science Museum, April 8, 7 pm.



Winter gone, VCU dancers' coiled springs unwind and bounce in April. Guest artist Mark Haim's Goldberg Variations April 3, 8 pm. Spring Senior Dance Project Concert April 14-17, 8 pm. **Erin Gerkin** and **Cherami Conley** (below) are among Dance Department students and faculty performing in the Spring Dance Informal April 25, 7 pm. All at Grace Street Theater, Grace and Harrison Streets, H2H-2020.



"Warning! To be an outstanding scientist you must be enormously skeptical most of all and test your own assumptions. There is no greater danger than assuming that you're right."

**Baruj Benacerraf '45MD**, 1968 Nobel Laureate for discoveries of immune response genes and how they combat cancer and other diseases, speaking to students in the School of Medicine in July, 1968.



MAGGIE COLLINS

In Keith Glover's *Thunder Knocking on the Door*, Jaguar Dupree (**Jerold Solomon**) sells his soul to conjure man Marvel Thunder (**Frank Faucette**) so he can play the blues; sponsored by Bell Atlantic at the Performing Arts Center in February. *Catch Fool for Love* by Sam Shepard, March 18-21; and *Hotel Paradiso* by Georges Feydeau April 8-17. For details, call 828-6026.



**Gina Ferrari '92MFA** finishes installing "Gagged," featured in Shared Roots, work by alumni sculptors at the Anderson Gallery Jan. 15-Feb. 24. Upcoming student exhibitions are March 18-28, April 9-13, April 23-May 2, May 7-16; Affinities with Architecture June 2-July 25; Gregory Barsamian August 15-November 1.

PHOTO BY MATTHEW PHILLIPS

"We feel society is in the intensive care unit. We're trying to change the world from a society of lust for money and power to lust for service and generosity." (AP)

**Patch Adams '71MD**, physician and clown, above in Red Square, made a "house call to medical students" on the MCV Campus Feb. 11. His years at VCU's School of Medicine were presented in *Patch Adams*, with Robin Williams (above, right as Patch). For what happened next, contact Gesundheit! Institute (877) SILLY DR; [www.patchadams.org/](http://www.patchadams.org/)

PHOTO FROM PATCH ADAMS BY MELINDA SUE GORDON, COURTESY OF UNIVERSAL CITY STUDIOS PRODUCTIONS, INC.





## Sports Roundup

With no seniors and only three players from last year's team playing for the Ram's Men's Basketball, many predicted that new head coach Mack McCarthy's first year as head coach would be tough. And with delays in the Siegel Center opening, they never had a home court advantage. But the young players were quick studies. Newcomers Bo Jones and Shawn Hampton, along with veterans Lamar Taylor and Scott Lilly made a strong foundation to begin building the team, which finished 8-8.

Under Coach David Glass, Women's Basketball stood at 9-13 overall. Senior center Mona Karlsson is one of the best players in VCU history, while freshman guard Rochelle Luckett is one of the top new players in the CAA.

Spring looks good, with Golf and Men's Tennis poised to defend conference championships from last season. Junior Daniel Anderson advanced to the national semifinals in tennis last year, and the team will be shooting for its sixth straight appearance in the NCAA regional semifinals. Women's Tennis had more wins (20) last year than any other team in school history, and sophomore Martina Nedelkova became the first VCU woman to play in the NCAA Singles Championship (but sidelined all season by a pulled achilles tendon).

In golf, senior Donny Lee, last year's CAA Player of the Year, hopes to lead the team to its fourth consecutive conference title.

VCU Baseball is the favorite to finish at the top of the CAA. They won a record 46 games last year and are led this year by Jason Dubois, named MVP of a developmental league last summer. In VCU Track, distance runners Jesus Ortega and Maria-Elena Calle, both all-Americans, lead a deep group of runners and throwers who broke several school records last season.

## Carver's Kids

In 1996, VCU began a partnership to share our resources with our neighbors in Carver community. A new development in the relationship means better health care for Carver Elementary School students. The Promoting Health Project also gives VCU students experience providing community-based care.

Supported by a three-year, \$199,291 grant from the Jessie Ball duPont Fund, VCU's Schools of Nursing, Dentistry and Social Work, with the Department of Psychology,

have done health screenings for 185 students and dental screenings for 350. Kids who need glasses, speech therapy, fillings or other kinds of special help are getting it. Social work students are working with families of at-risk children and offering parenting classes. Graduate students in psychology are mentoring students, providing testing for them, and counseling parents.

## Magna Cum Discipuli

Total enrollment this year is 23,125—the largest student body in VCU history. More than 2,206 freshmen enrolled at VCU this fall—out of 5,811 applications, up 22 percent since 1996. Fifty-nine percent of the Class of 2002 are women, 94 percent are Virginia residents and 37 percent are members of minority groups. The average SAT score for this class is 1026 and the average high school GPA is 3.01. "We're getting better freshmen than ever before," President Eugene Trani emphasized.

Also growing is VCU's Honor Program, at an all-time high of 1,350 students. New freshmen in the program have an average SAT score of 1345. Honors students are eligible to take special intensive courses outside their usual subject areas—The Pursuit of Happiness or Film and History: the Afro-Brazilian Experience. Program director John Berglund, points out that "about half of our students earn their way in" with a 3.5 grade point average after they arrive. So the program motivates students. "It gives them a goal to work toward."

## There Are No "Accidents"



Dr. Rao Ivatury has joined VCU's MCV Hospitals as director of its Level I Trauma Center. The author of more than 130 journal articles and a trauma textbook, Ivatury arrived at MCVH last spring from New York Medical College and the Lincoln Medical & Mental Health Center in the Bronx, where he directed their Level I Trauma Center. He will emphasize preventing injury and reducing length of stay.

"Trauma shouldn't be described as an accident," says Ivatury; "it's an incident that could have been prevented. Looking at ways to prevent youth violence, motor vehicle accidents and burns, MCVH can make a difference in our community."

## Honoring Our Own

At convocation in September, VCU recognized four faculty members for their exceptional contributions to the University, their professions and community.

**Dr. Peter Byron**, professor of pharmacy and pharmaceuticals and Distinguished Scholar, is one of the world's top pharmaceutical aerosol scientists, who brought about an international consensus on aerosol testing and regulations for inhalant drugs.

**Dr. Robert Lamb**, winner of the Distinguished Service Award and a specialist in biomechanics, is professor and chair of the Department of Physical Therapy, rated 16th best graduate program by U.S. News and World Report magazine.

**Dr. Joseph Ornato**, who received the Award of Excellence, is chair of emergency medicine and director of the Richmond Ambulance Authority. He is a pioneer in developing pre-hospital emergency cardiac care and one of only two physicians in the U.S. who is board-certified in the three specialties of emergency medicine, cardiology and internal medicine.

Distinguished Teacher, **Dr. Randolph Barker**, was the School of Business's Distinguished Teacher for 1992; he focuses on organizational assessment and business communication.

## Teaching Fellows

VCU's Board of Visitors named Dr. Daisy Reed, professor of teacher education, and Dr. Samy El-Shall, professor of chemistry, the university's Teaching Fellows for 1999. This fellowship program recognizes the diversity of teachers' roles and experiences at VCU. Fellows develop and execute activities that enhance teaching in their department or school or across the university.

At the end of this year, the two will join a new Council of Teaching Fellows, which suggests ways VCU administrators can support better teaching at VCU.

## Hunt for Dean

The hunt for a new dean of the School of Dentistry is over, and on September 1, Dean Hunt succeeded Dean Hunt. Dr. Lindsay Hunt is retiring after 13 years as dean. Dr. Ronald Hunt comes to the MCV Campus from the University of North Carolina at Chapel Hill, where he was associate dean for Academic Affairs in the School of Dentistry.

Hunt's research in dental and public health is supported federally and commercially and generated more than 40 scientific papers. A board-certified public health dentist, he holds joint appointments as the Harry Lyons Professor in the School of Dentistry and a professor of preventive medicine and public health in the School of Medicine.

Hunt plans "to strengthen the School's research focus, which will be enhanced with the building of the Institute for Oral and Craniofacial Molecular Biology. I also want to increase diversity and bolster graduate scholarships."

## Dean Tuckman to New Jersey

Dr. Howard Tuckman, dean of the School of Business, left VCU to take the helm of Rutgers University's Business School in January. Dean since 1993, Tuckman has hired 14 new faculty members; created a student team-building center, upgraded technology and made other renovations in the Business Building; and cultivated the school's business council, "a who's who of Richmond business leaders" who are "deeply involved with the School."

## Into the Heart of Space

Dr. David Simpson, in the Department of Anatomy, sometimes takes the shuttle to work. He recently sent his fourth experiment up on the Space Shuttle Discovery. His latest experiment is designed to grow a heart "patch" that ultimately could be used to treat patients with damaged hearts or congenital heart defects. The work on the shuttle is an extension of more conventional studies conducted in Dr. Simpson's laboratory, where he is investigating how cardiac growth is regulated by the mechanical activity of the heart.



Dr. Peter Byron



Dr. Robert Lamb



Dr. Joseph Ornato



Dr. Randolph Barker



### Life is Fun . . .

This dashing little city book features the poetry of children from Gilpin housing community, illustrated by the volunteer Richmond artists of ART 180, many of them VCU alumni. It's a great emblem of the city of Richmond—or the liveliness and richness of any city. You can find it at Richmond bookstores and Starbucks Coffee in Richmond. The art, the time, the printing and paper were donated. Sales benefit nonprofit ART 180, for shared art projects with children in disadvantaged situations.

### Virginia Gets IT

Dr. Trani's high-tech aspirations received another boost with his recent appointment to Governor James Gilmore's Blue Ribbon Commission on Information Technology. The 34-person commission includes America Online Chair and CEO Steve Case and MCI-WorldCom Vice Chair John Sidgmore as well as Virginia cabinet secretaries and legislators. The commission will study and make recommendations on Internet policy, information technology as an economic development tool, workforce training, and bringing IT to all parts of the state.

### Worth the Risk

Dr. Robert Fisher (far right) led the team at VCU's MCV Hospitals that opened a door to new transplant possibilities. The surgery in July successfully transplanted healthy liver tissue from a wife to her husband. MCV officials

believe that this is the first time part of a liver has been transplanted from an adult into an unrelated adult.

Bruce and Christina Wenger faced the possibility of leaving their 14-month-old son parentless, which doctors say made a tough decision even more difficult. But Christina—a Marine Corps Reservist—decided to go ahead with the donation of 60 percent of her liver to her husband, who suffered from a disease of the bile ducts.

Unlike other organs, the liver regenerates itself. But until now, transplants involved much smaller pieces of the organ, often transplanted into children, or posthumous donations. New surgical techniques made it possible to transplant the large section of the organ Wegner needed. With successful partial transplants, Fisher hopes, many more adult Americans can and will be donors, saving many lives. Partial liver donations could become as common as donating blood. Now, he says, "adults are dying on the waiting list."

The 13 1/2-hour operation drew widespread media attention, including coverage on CNN's "The World Today" and ABC's "Good Morning America."



### "Mummy" Winner!

The 1998 "mummy" award (replica of Egyptian Building fencepost) for a mystery novel featuring MCV goes to Ann McMillan. *Dead March*, set in Civil War Richmond, juggles "resurrection men" who dig up newly buried bodies for medical students' cadavers; Southern manners and mores; realities of life for slaves and free blacks; contemporary medical controversy; and the battle of First Manassas.

McMillan, who once wrote for the university development office, has already written a sequel. "It's early in the war, and I plan to move slowly," she laughs. "I'm hoping for a long series."

### New Location for the Great Outdoors

The VCU Outdoor Adventure Program has moved to the Cary Street Annex, an historic warehouse in Green Alley behind the Cary Street Gym. The Outing Center will have space for more of its programs in the larger, renovated building. Its sideyard will be landscaped for a high ropes course and other programs. Longterm plans include an indoor climbing wall and an indoor ropes course.

For outings and events for Spring and Summer '99, call the Center at (804) 828-6004.



### Mind-Body Connection

More than 150 scientists, clinicians and teachers from Hungary to Japan gathered in Richmond in June to share the latest research on the relationship between the brain and the body and how this interaction affects behavior. The Seventh International Behavioral Neuroscience Society Conference "examined the questions of how we use our brain to control the rest of our body and what role genetics plays in that process," said Dr. John Rosecrans, local conference organizer and professor of pharmacology and toxicology, and rehabilitation counseling.

### Your Name Here

Last May, the School of Business unveiled its graduate Direct Marketing Certificate, offered through VCU's Interactive Marketing Institute. The weekend program combines elements of a traditional MBA with direct marketing tools and techniques that professionals need as this strategy expands. Faculty are all nationally known practitioners and researchers in this field.

"We're moving away from broadcast messages to one-on-one marketing," says director Dr. Pamela Kicker, also chair of marketing and business law. New technology, she adds, allows businesses to target and segment their markets, and track the effectiveness of their communications. The program is structured like the School's successful Fast Track MBA, in class modules that run from 8:30 am Friday-12:30 pm Sunday. Contact (804) 225-4735; or [www.IMI.bus.vcu.edu](http://www.IMI.bus.vcu.edu).

### Na zdrowie!

Dr. LeEtta Pratt, associate professor of education and director of the United Nations' International Health Commission, helped develop Russia's first health education curriculum last spring. The National School Development Project for Russia targets students ages 7-15 and was written by the Russian Ministry of Education and UNESCO.

And not a moment too soon Pratt was "shocked to see how little information the Russians had on health-related issues." Russian health statistics showed a decrease in Russian life span since 1990; mortality three times higher than in the U.S.; and mortality from preventable deaths double that in the U.S., Canada, Japan, Germany and Great Britain.

Pratt pinpointed mental health, alcohol and tobacco use, and communicable diseases as the worst problems. The curriculum also emphasizes basic nutrition, safety, environmental health and family life.

"It was a difficult experience," Pratt says, "but also very rewarding

to offer some hope in the lives of Russian children." The program will eventually extend to 70 schools and 19 regions.

### Barbara Ford to Windy City

Barbara Ford, executive director of the VCU Libraries and immediate past president of the American Library Association, became assistant commissioner for central library services at the Chicago Public Library on December 1.

Ford had been director of VCU's libraries from 1991-98. She is directing reference staff and operations of the Chicago Public Library's central library, the Harold Washington Library Center, the largest public library building in the world, holding more than nine million items.

VCU president Dr. Eugene Trani comments that "Barbara's vision transformed the university's information technology centers." Provost Dr. Grace Harris adds, "Barbara has been a strong advocate for information literacy, the future of academic libraries and international cooperation among libraries. She will be sorely missed."

Phyllis Self, assistant director of library services for the MCV Campus, is the acting executive director for VCU's libraries.



### Catalyst

More than 400 pharmaceutical professionals, educators and researchers from countries as far away as Kuwait, France, Israel, Japan, Norway, Poland and South Korea came to Richmond in June to discuss their research at the 26th Biennial National Medicinal Chemistry Symposium.

New biological disease targets for fighting cancer as well as research techniques used to discover drug molecules were among the highlights of the four-day symposium, cosponsored by VCU's Department of Medicinal Chemistry and the Division of Medicinal Chemistry of the American Chemical Society.

### Molecular Smiles

A \$4 million campaign is complete to establish an Institute for Oral and Craniofacial Molecular Biology in the School of Dentistry, and construction begins this spring.

Institute director, Dr. Frank Macrina, will be working with "colleagues from the Massey Cancer Center, the School of Medicine and even private companies in the Virginia Biotechnology Research Park to attack serious research problems, such as oral cancer and cancers of the head and neck." The six-month construction project begins this spring.



JON GOLDEN

## THINKING BIG

"We owe so much to Bill and Alice Goodwin," says Peter Wyeth, VCU's vice president for advancement. "They get things done, and they think big."

"As founding president of the Engineering Foundation, Bill's vision, generosity and business acumen have been instrumental to our success," Wyeth continues. Goodwin is chair of CCA Industries, Inc., a holding company which oversees businesses such as AMF Reece, the Jefferson Hotel and Kiawah Island Resort in Charleston, South Carolina; in 1996 he sold AMF Bowling at a high profit—which he shared with employees in substantial bonuses.

From the first, Goodwin has taken a vital role in the new School of Engineering. He recruited other business leaders for the Foundation Board, and the Goodwins gave the leadership gift to begin fundraising for the School. Goodwin's passion for what he believes in is infectious, which has a lot to do with engineering campaign dollars reaching \$35.6 million by February, 1999.

Goodwin's interest in the field goes back to college, where he majored in mechanical engineering at Virginia Tech before earning his MBA at the Darden School at the University of Virginia. And he used his engineering background in the '80s when he bought up divisions of AMF, which was

literally in pieces and losing money. Intensive research and development enabled him to turn around the floundering bakery and sewing equipment divisions in two years. For the new School of Engineering, Goodwin has worked with the rest of the board and Dean Henry McGee to design a School and a curriculum that crosses disciplines and gives students real-world experience and contacts.

Fortunately for VCU, Bill Goodwin and his wife, Alice (Tolley) Goodwin '66BS(CLS)/AH, are a partnership in the fullest sense. "Both Goodwins have an unwavering commitment to quality," Wyeth says. Engineering students and faculty can thank Mrs. Goodwin's excellent design sense for the comfort and elegance of the study, lounge and reception spaces in the new building.

Goodwin has built a successful business empire, serving on several corporate boards as well as chairing CCA. He and Alice have a warm, robust family life with their five children and a new grandson who arrived on Christmas Day. Bill is active with numerous community boards. He serves on the University of Virginia's Board of Visitors, and he was a board member and vice chair of the Virginia Economic Development Partnership. Alice just quietly "gets things done."

The Goodwins' support of education in the community goes beyond considerable gifts and service to their own alma maters, to other Virginia universities and the Collegiate Schools. At VCU, Bill served on the MCV Foundation for 11 years—from 1993-96 as president—and on the corporate Board of Directors of the Virginia Biotechnology Research Park.

Goodwin's comments at the dedication of the first Engineering Building are typical of his energy and push. Any inertia in him is all continuing momentum. He reminded celebrants that "The completion of this start-up phase only calls us to greater action if we are going to realize our dreams of making the commonwealth a leader in science and technology."

Alice adds, "Education is so important. As alumni, we know how much VCU has meant in our lives. But even more than that, a great university enriches the whole community. VCU needs our support, so it can support us, in Richmond and in Virginia."

## FOREIGN EXCHANGE

Five years ago, the United States and Russia made a valuable exchange. No commodities were involved, but the U.S. received a personality worth millions in Anya Baranova, now a VCU senior.

Six years ago, she says, "This was my dream." Living in Urals, Russia, where communism controlled education, Anya prayed for the chance to study her own interests. She took the "big test" for English-speaking Russian students to go and study in America. "Everyone wanted to come to America. It was very competitive."

She received a scholarship through U.S.-sponsored Youth for Understanding, came to the U.S. and went to American high school at Douglas Freeman in Richmond. "I really enjoyed being with so many different people." Her host parents, Martin and Martha Ryle, insisted that she apply to VCU for college, and Anya—by now used to shooting for the stars—applied to the Honors Program. That summer she went home to Urals, where her acceptance letter was waiting for her.

At VCU, she was excited by the open education style, so different from Russia "Here you can take anything, it's amazing." She did, taking print-making, dance and psychology her first semester. She is majoring in psych, with a minor in pre-physical therapy and spends some of her time doing research in the neuropsychology lab on the MCV Campus.

After her first semester, she was offered a dean's scholarship and the privilege of taking honors courses. She was given two more academic grants last semester. "I am honored, the money has helped greatly." Still, to make ends meet, she works security at the Honors Offices in Valentine House at night—"the best job in the world because it's so quiet"

Anya speaks highly of the Honors Program, which "allowed me to meet students from different ethnic backgrounds and majors." She likes the quality of the multidisciplinary honors modules in unusual topics—like Medical Anthropology of the Andes. "They take care of us. We attend informative small lectures and have lunch together two or three days a week," she explains.

After graduating in May, Anya starts VCU's graduate program in physical therapy. And she would like to go back to Russia to visit her family. For now, "I am living my dream," she says happily.

## CAMPAIGN UPDATE

VCU's "Partners for Progress" kicked off their campaign in October, 1996. Although VCU has reached 123 percent of the goal for the campaign, raising more than \$153.8 million in gifts and pledges by February, including \$35.6 million for the School of Engineering, there are still needs to be met before we wind up in fall, 1999.

A major focus now is scholarships, assistance that goes directly to students like Anya Baranova in our profile below. Dr. John Berglund, Honors Program director, points to his list of students requesting financial help. "Everyone of them deserves aid," he says, "and that's where alumni come in." Students do need your help. Join 13,000 fellow alumni who annually support excellence and access at VCU. You may make a check payable to the VCU Foundation or to the annual fund of a particular school, and designated for a particular purpose, if you like. Send to P.O. Box 843042; Richmond, VA 23284-3042; or call (804) 828-2040.



—Artis Gordon

# Partners Progress

"Creatives" in art design and copywriting are on the same team with strategic marketers. For Kristin Erwin, Chris Sheldon, Meredith Davis and Rebecca Muether, campaign ideas grow out of product identity and targeted audience.



- Of 47 students in the first graduating class, 70 percent are now working in top agencies around the country—with clients like Nike, Izuzu, Max Factor, Disney, Nintendo, Miller Lite, United Airlines, ESPN, Got Milk? and Taco Bell.



Adcenter Director Diane Cook-Tench created a program with a strategy—for making "smart ads."

"WE'RE NOT OUT TO SAVE THE WORLD, JUST ADVERTISING."

*says VCU's new graduate Adcenter*

"When people hear you're in advertising they say, 'Oh my, that must be fascinating,'" said Diane Cook-Tench (left). "Maybe they think its fascinating, but not very ethical." As director of Virginia Commonwealth University's Adcenter, Cook-Tench is behind a dynamic approach to advertising education that regards ads as more than clever come-ons.

The school, Cook-Tench said, tries "to recreate as much as possible a good, smart working agency." And it's determined to produce students who can make an impact on the way the industry works.

"We're here to educate leaders in advertising, people who are wonderful creative, strategic thinkers, people who really value consumers and understand how to build bridges between consumers and products in an intelligent way."

About a third of the students study the strategic side—the research and thinking that provides the foundation for any campaign. The others work the creative side as writers and art directors.

The result is smart advertising. Combining strategic and creative thinking, just as real agencies do, is relatively unusual in advertising education. As a result, Cook-Tench said, student work at other schools often "looks good but there is a lack of strategic thinking."

Cook-Tench was at the top of her game in 1991, a creative supervisor at The Martin Agency with more than 100 national awards in her trophy case.

"She was nationally known as one of the best creatives around," said Kelly O'Keefe, a member of the center's advisory board and president of CadmusCom, a local advertising and marketing business. "She was making the big bucks, and she set all that aside."

Cook-Tench began teaching advertising at VCU in 1991 and was the driving force behind the Adcenter, which was launched in 1996.

Associate Professor David "Jelly" Helm critiques student work at the Adcenter.



# VOCATE

BY BOB RAYNOR

Her experience allowed her to tap into Richmond's extensive advertising community. The school's downtown location on Main Street, near Shockoe Slip, puts it in walking distance of lots of agencies.

"I was able to bring a city of professionals with me," Cook-Tench said. "It made me feel pretty damn good. We have professionals in here on pretty much a daily basis."

John Adams, chairman and chief executive of The Martin Agency, spoke at the school's first graduation ceremony. The Adcenter "has leapfrogged from a dead stop to the most exciting school of its kind in the nation in one year," he told graduates.

O'Keefe believes Cook-Tench's work at the Adcenter will have an even greater impact than her agency work. "She's earned the respect of hundreds of people in the industry for creating something that has far more permanence than any ad you can create."

Now she's working to produce people who have an aversion to bad advertising, ads that are "boring, that talk down to consumers, that try to trick people. Poor advertising is advertising that doesn't understand that it's intrusive."

"If you come into people's kitchens uninvited, you better be polite and entertaining. It's possible to do those things and be smart at the same time."

*This article is edited and excerpted with permission from a copyright feature in the Richmond Times-Dispatch, June 9, 1998.*



## MARY CAROLE JORGENSEN

*Assistant Account Planner*

*Goodby, Silverstein and Partners—San Francisco*

*Clients: Pacific Bell, Sutter Home Wine, Nike*

Jorgensen was a science major at VCU for three years before she switched to journalism and spent a summer interning at Richmond's Martin Agency, where they recommended she apply to the Adcenter. She did, and went in right after graduation.

"I'm a little more task-oriented, more interested in the strategic side of the business than the creative," says Jorgensen. She chose a track focused on account management, planning and media planning.

At the Adcenter, she says, "We really see what's going on in the business." And the comprehensive program, as well as the name recognition of the Board of Directors, certainly opened some doors for her. She had six interviews at major agencies, and three job offers.

Jorgensen's portfolio of student work showed prospective employers her understanding of the entire process of advertising—essential for a strategist. "Some places weren't used to seeing a book from someone on the strategic end. I think that gave me a leg up. Agencies don't have time to train people any more. I had to be able to hit the ground running."

- After Adcenter students swept first, second and third place in the One Show last spring, the One Club, the top professional creative ad club in the U.S., chose the VCU Adcenter as one of the top ten schools in the nation. Not bad for a two-year-old.

- The Adcenter Board of Directors includes 15 industry leaders like Flinn Dallis, president of Leo Burnett-Chicago; Mike Hughes, president of Richmond's Martin Agency; Pam El, VP Marketing Communications at US WEST-Denver; and John Roberts, director of advertising for Sony Electronics in New Jersey. Board meetings bring them to VCU to meet with students twice a year.



- In October, the *Wall Street Journal* sponsored a workshop and reception comparing creative revolutionaries of the '60s and the '90s. The team who created the Volkswagen Beetle ads 30 years ago visited VCU, along with the people who produced Nike ads for the '90s.
- Every week a major name from the advertising community comes to the Adcenter to speak with students. Like Nora McGinnis, editor of *People* magazine, and Red Sky Interactive, who develop interactive websites.
- The Adcenter draws on local creative professionals, too. Students learn from Richmond talent in theater, sculpture and poetry. VCU faculty in business, art, and mass communications have all been part of the program.

Adcenter board members are industry leaders from across the U.S. and England. People like Jon Steel, Carolyn Jones and Bill Westbrook met with students in October to discuss the business and critique student presentations.



## CHRIS SHELDON

Art Director

Leo Burnett—Chicago

Clients: Disney, Nintendo, Kelloggs

After an internship at an ad agency in Baltimore before his senior year at Randolph-Macon College, Sheldon had fleeting thoughts of being an art director. "But I didn't have the skills," he says bluntly.

Instead, after graduation he fell into financial planning, a field that soon left him yawning. Sheldon remembered an article he'd read about the Adcenter, and decided the intensive training would give him the skills he needed for the job he wanted.

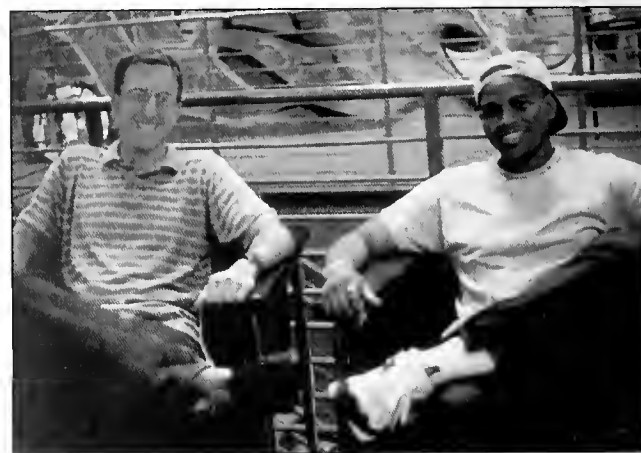
"It's the best thing I ever did," says Sheldon. "I learned the basics like the history of advertising, the foundations of design, and concepting. They started us slowly, then threw us in to see if we could swim."

That training served him well as a new art director working on the Kelloggs account. On the job for a mere two weeks, he was teamed with another Adcenter graduate, Tom Wilson (left, with Chris and their pals), a copywriter who'd been there four days. Together they sold a spot for strawberry Pop-Tarts to Kelloggs—a giant strawberry man is escorted into a van by two mysterious toaster-pastry men in sunglasses. The lawn gnome with the video camera hidden in his eye clues in the viewer that the search is on for the best strawberries.

Sheldon also feels the Adcenter has a genuine respect for students as people with valuable opinions. "They used our first-year input to help improve the program for the second year."



Jane Newman, one of the top figures in advertising research, discusses her work with Adcenter students Jay Picard, Jan Little and Tina Scott.



## JHAMES HOLLEY

Student, Art Direction Track

Intern

GSD&M—Austin, Texas

Ninety percent of our second-year students spent the summer in a paid internship with a nationally recognized agency. Jhames Holley's (right) summer internship in Austin, Texas, was an experience any art director would relish. Working at GSD&M, the premier advertising agency in the Southwest, not only showed him the ropes, but landed him a job offer as well.

"They treated us as professionals, not as interns," Holley and his partner from the Adcenter, copywriter Brian Marabello, competed with agency staff on a Penzoil television advertisement. And the rookies made the grade. Penzoil bought their concept, and interns Holley and Marabello were in on the entire process of producing a major television commercial in Los Angeles.

At the Adcenter, "They teach you not to just settle on the first concept that seems good, to go beyond that," Holley explains. "The creative director commended us on our work ethic—how we stayed on strategy and kept going. You don't always start with the most glamorous assignments, but you do your best. Your boss' opinion is based on your effort, no matter what you're working on."

So will Holley take the job he was offered at GSD&M when he graduates? He's not sure. He's still got another year to go. Who knows what might come up by then?

- Documenting successful ad campaigns of the past, student teams meet with the original creative team—client, account executive, writer, art director—to research the genesis of the campaign. Students write scripts, design shooting boards and produce a 15-minute documentary. Through these projects, students make contacts with "Hall of Fame" leaders from all over the country.

- Nine VCU Adcenter students won \$70,000 in scholarships from the American Association of Advertising Agencies Foundation, Inc. VCU students were among 19 multicultural students who earned \$170,000. These scholarships will increase the level of cultural diversity in creative departments of American advertising agencies.



*School of Allied Health Professions*  
**Colonel Russell W. Heath Jr. USAF**  
**'85 MS Medical Technology**

Director of European Theater medical information systems for the Department of Defense. Heath oversees medical systems and communications support for 20,000 medical personnel at 68 U.S. facilities from Belgium to Turkey. Heath designed and directed the systems backing up the 11,000 casualties in the Desert Storm war against Iran, helping limit American deaths to 400.



*School of the Arts*

**Tracey Welborn '89 BM Music**

Opera tenor Welborn has a flair for comedy and the baroque repertoire. With opera companies and orchestras in Europe, Israel and Japan, he has sung Tamino in *Die Zauberflöte*, title roles in *Roberto Devereux* and *Candide*, as well as other operatic and oratorio roles. His prizes include first place in the Washington International Competition for Singers.



*School of Basic Health Sciences*

**Sandra Welch '86 PhD Pharmacology and Toxicology**

Associate Professor in the Department of Pharmacology and Toxicology. Welch's research on the neuropharmacology of pain is supported by NIH, including a prestigious KO2 award.



*School of Business*

**Charlotte Fischer '71 BS Retailing**

Chairman of the Board, President and CEO of Paul Harris Stores, Inc. since 1995. Before that, she was President and CEO of Claire's Boutiques from 1986 to 1991. Under her lead, the chain grew from 200 stores to more than 1,100 in five years.



*School of Dentistry*

**Dr. James Revere Jr. '65 DDS**

Executive Associate Dean of the School of Dentistry, Revere has been on the faculty since 1967, serving in all administrative roles in the School during a long and distinguished career. Fellow alumni respect and appreciate his dedication and leadership skills.



*School of Education*

**Jay Fitzgerald '75 BS Physical Education '75BS Mass Communications**

Head swimming coach for four national and three international teams, including the USA World Championship Short Course Swimming Team. He served as



an NBC sport swimming advisor for the 1994 and 1996 Olympics. Fitzgerald has placed 35 swimmers on international teams, and one of his swimmers was inducted into the International Swimming Hall of Fame.

*College of Humanities and Sciences*

**Sheri Reynolds '92 MFA Creative Writing**

Published three critically-acclaimed and best-selling novels, *Bitterroot Landing*, *The Rapture of Canaan* (selected by Oprah Winfrey for her book club) and *A Gracious Plenty*, her most recent novel.

*School of Medicine*

**John Bower '61 MD**

Founded Kidney Care, Inc., a regional network of artificial kidney units to treat patients with end-stage kidney disease.

*School of Nursing*

**Nancy Durrett '58 BS '72 MS**

Now Executive Director for the Virginia Board of Nursing, Durrett was on the faculty of the School of Nursing for five years. She was a distinguished member of the Sadie Heath Cabaniss Society in 1996-97.

*School of Pharmacy*

**Mark Szalwinski '85 BS Pharmacy '91 MHA**

Director of Pharmacy for the Sentara Health System, where he has reshaped a dynamic pharmacy program. Szalwinski has also been president of the Virginia Society of Health-System Pharmacists.

*School of Social Work*

**Sheila Crowley '76 BSW '78 MSW '98 PhD**

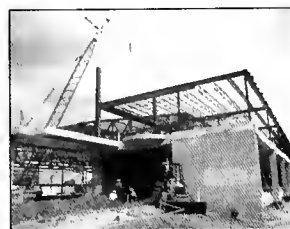
Former Executive Director of The Daily Planet, services for Richmond's homeless people; former Executive Director of the Richmond Urban Institute; Congressional Fellow to the Committee on Banking, Housing and Urban Affairs in the U.S. Senate.

*Nontraditional Studies*

**Bevill Dean '91 BGS Urban Court Administration**

Clerk of the Circuit Court, City of Richmond, one of the largest Circuit Courts in Virginia. Dean and his staff handle 13,000 criminal and civil cases a year as well as recording deeds, issuing marriage licenses, and appointing executors in probate cases. Dean volunteers at Richmond's Emergency Shelter and the Manchester YMCA. He reads regularly to a group of second graders and works with the Peace Forum Sunday School Series at Richmond's Ginter Park Presbyterian Church.





CONSTRUCTION SERIES BY DENNIS MCWATERS

*The rise—and rise—  
of the Siegel Center*



BY DAVE MCCORMACK

# transformations

**VCU** It's literally in the air. Look up Broad Street, or glance toward the northern sky from mid-campus, at Harrison and Park Streets. There we are, larger than life, on the Siegel Center tower. A tremendous building campaign on both campuses has given VCU a new presence.

On both the MCV and Academic Campuses, projects totaling \$257 million are either in the works or have been completed in the last few years, and nearly \$70 million of authorized projects are in the planning stages. The new buildings and renovations are creating new pathways for faculty collaboration, new emphasis on biomedical and technological research and teaching, greater interaction with the life and business of Richmond—and the state and region—and a greatly enriched student life.

The \$29.8 million Stuart C. Siegel Convocation and Recreation Center, stretching west on Broad Street from Harrison, is an obvious place to start. The Siegel Center is yet another huge leap forward from the small beginnings of VCU's athletic program 30 years ago, when sports and recreation were focused at the Franklin Street Gym, and the Rams' baseball club went to bat on local high school ball fields.

Today VCU's athletes play 15 sports, and VCU athletic facilities serve thousands of students, faculty and alumni. More than ever, the growth of the university has created the demand for a new athletic center to complement the aging Franklin Street Gym and other athletic facilities.

Early in 1997, old warehouses along Broad Street were demolished to create room for the Siegel Center—a massive 190,808 square feet of gym space, courts and facilities, as well as athletic department offices. The Siegel Center's recreation equipment for students and athletes includes free weights, treadmills, stair climbers and computerized bicycles, and will feature VCU's first enclosed studio for aerobics and martial arts. The multi-purpose gymnasium offers students organized indoor soccer, floor hockey, basketball and volleyball, among other sports. The Center's capacity for 7,500 fans means the Rams' basketball team will at last have a true home.

Even in its incomplete state last July, the Siegel Center was catching more than a few eyes—notably those of the NCAA Division I Women's Basketball Committee, who recommended the facility to host the East Regional playoffs in the year 2000.

Unfortunately, the Center's opening was delayed, first by bad weather and later by a series of construction problems and necessary changes. Neither Men's nor Women's Basketball teams played at the Center this season, losing their home court advantage, and other events had to be rescheduled. Still, it will be worth the wait. The arena sports a 40,000 square-foot maple court, excellent sight lines and retractable seats. The





*Welcome Center  
New faculty and  
students can meet  
VCU at the Welcome  
Center—on the web,  
in print, and in person.*



DENISE M. HARTS

*The Fine Arts Center is "the  
cultural centerpiece for the  
new Broad Street."*

University announced in February that wireless-communications company Alltel will sponsor the arena with \$2 million over the next ten years. The Siegel Center will open in early March, with the Alltel Arena available a month later. VCU will hold Commencement in the Richmond Coliseum, not in the arena, as some reports had it.

The student body benefits enormously from the new gym, but there's more. VCU is easing a lot of its growing pains by "going North" to Broad Street. A block east of the Siegel Center, the new Fine Arts Building is rising fast—and a new dorm will be going up in between. Across the street, the e<sup>2</sup> Bookstore and West Broad Street Parking Deck are already open.

This is a change in a positive direction from earlier university plans to move south into Oregon Hill, or west into the Fan. Instead, new VCU building is renewing a tired part of the city and stimulating the revival of commercial and neighborhood areas adjacent to VCU. Richmond's Mayor Tim Kaine comments, "With the Siegel Center, the Fine Arts Building and the new bookstore and parking deck, VCU's work on Broad Street is helping reclaim the central thoroughfare of the city."

The \$12 million parking deck relieves the strain on other campus lots, providing space for 1,100 commuters' and visitors' cars. At the deck's ground level is VCU's new 30,000-square-foot e<sup>2</sup> Bookstore, relocated from its former home in the Hibbs building. Operated by Follett College Stores, Inc., e<sup>2</sup> has jumped into the future at warp speed, leaving the conventional campus bookstore several galaxies behind. The facility features more than \$1 million in fixtures and furnishings, and plans to capitalize on a concept called "entertailing"—a mix of entertaining and retailing—that brings high tech interaction, like free internet access sites and CD listening domes, to the traditional bookstore. e<sup>2</sup>'s café with multiscreen video displays puts the whipped cream on the latte of its "Barnes and Noble" appeal.

The parking deck is also home to the new VCU Welcome Center, a striking gateway to VCU for alumni, new students and faculty, and our Richmond neighbors. The campus's new Broad Street corridor (including the parking) puts the Welcome Center in the choice location for picking up VCU admissions information. "It will be more than just a place to pick up brochures," says Sherry Mikuta, assistant vice provost. Visitors can access VCU's website through Welcome Center computers, and meet VCU advisors in several conference and interview rooms.

The third new presence on Broad Street is the \$15.7 million Fine Arts Center, begun in Fall, 1997 and scheduled to open in Summer, 1999. The School of the Arts has outgrown the Pollak Building, with departments scattered across campus. Now, the Departments of Crafts, Painting and Printmaking, and Sculpture will be together under one roof, increasing cross-disciplinary inspiration and consolidating some expensive systems.

Arts faculty and a thousand students will have studio, office and storage space. Like science labs, art studios require special equipment, like intricate ventilation systems and kilns. Sharing those facilities is cost-effective, explains art school Dean Richard Toscan. "This building will be one of the country's outstanding studio art facilities," Toscan continues. "It will have a real impact on our goal to become one of the top five art and design schools in the United States."



ALLEN BELAND, VCU MPS



*Lit and latté at the e<sup>2</sup> Bookstore.*

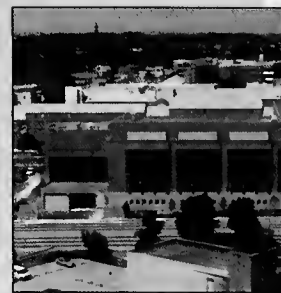
The Sculpture Department's MFA program has already been recognized as fifth in the country by *U.S. News and World Report*. Chair Joe Seipel is excited about the electronic induction furnace in the new foundry and welding shop. "We'll be able to cast bronze, aluminum, stainless steel and iron. We can do that now," he adds.

"but the new furnace is better for the environment than the conventional gas furnace, and safer. This will be one of three in the country, so it will be a big recruiting tool for students interested in foundry work—both graduates and undergraduates."

"The Fine Arts Center will serve as the cultural centerpiece for this new emerging Broad Street," says VCU President Eugene Trani. People passing on the sidewalk can look into the atrium-lobby through two-story plate glass windows and see exhibits of art by students, faculty, alumni and others—just the kind of creative excitement that an urban space can generate.

On the other side of the Academic Campus, the new School of Engineering stands solid and gleaming in glass, polished stone and old brick at Main and Belvidere Streets, facing Monroe Park. Its dedication in November marked not only the new building, but an entirely new discipline at VCU. It has been named the 1998 project of the year by the Richmond Real Estate Group for its design and contribution to the Richmond real estate market.

The new School of Engineering is actually two buildings: the 127,000-square-foot, \$26.6 million classroom building, and the 13,000-square-foot \$11 million Virginia Microelectronics Center—a major piece of former Governor Allen's incentive package that attracted the microelectronics



CONSTRUCTION SERIES BY JENNIFER WATSON, VCU MPS

industry to Central Virginia. The Center includes a 7,500-square-foot "clean room" for working with semiconductors. The engineering building contains a library, two case method classrooms, 33 laboratories, and two classrooms with the computerized audio-visual capacity to link students to engineering experts all over the world. "The Engineering Building really brings Richmond into the 21st century in technology education," says Mayor Kaine. This is another VCU initiative that brings promise to the city, state and region.

Along with Virginia Tech, Old Dominion University and the College of William & Mary, VCU benefited from an \$8 million gift from Motorola supporting engineering education in Virginia. Six million dollars goes to VCU for clean room equipment, in "the biggest corporate gift the university ever received," says President Trani. Beyond that, Motorola has committed \$500,000 more in cash over three years. And the 1998 Virginia General Assembly appropriated \$1.4 million from state general funds to operate and maintain the clean room.

"The microelectronics field will see vigorous growth, but there is not a large enough educational infrastructure," explains Dr. Rob Pearson, associate professor of electrical engineering at VCU. "That need must be addressed. Companies will be looking for the engineers that VCU will be producing."

Pearson has been developing a curriculum that will give undergraduates hands-on experience in the "clean room," with the same equipment and protocols that they will find in the workforce. Pearson says the lab offers students the best environment for learning how semiconductor devices are made, how they work, and how to enhance their operations. The Engineering School is already attracting some of the brightest students from Virginia's high schools. When the Microelectronics Center opens in 1999, it will be a "Class 1000" facility, a learning environment found at only a handful of U.S. universities.

In addition to funds for the Engineering School, the 1998 General Assembly approved \$21.9 million for a new Life Sciences Building at the northeast corner of Harrison and Cary Streets behind Oliver Hall. VCU broke ground on January 19, and the building will open in summer, 2001. The sorely needed new facility will promote cross-fertilization of research and teaching in a wide range of disciplines, including environmental studies, molecular biology and physiology—from top to bottom.



ALLEN JONES, VCU MPS

The press don "bunny suits" for a close-up look at the "clean room."

The 3,000-foot greenhouse on the top floor will create three environments—desert, mild climate and tropic. An aquatics facility in the basement will have 20 freshwater and marine research tanks, supporting teaching and research in aquatic ecology. In the state-of-the-art molecular biology laboratory, faculty and students will research questions in genetics, physiology, immunology, microbiology and evolutionary biology. The building will house 18 instructional labs and 25 research labs, as well as several departments and the interdisciplinary Environmental Studies Center.

Biology is the second most popular bachelor's degree program at VCU, with 800 undergraduate majors. The university's focus on life sciences blends science, ecology, botany, mathematics, medicine, tech-

nology and engineering. "The intersections of traditional disciplines are where we are discovering answers and clues to contemporary problems," VCU President Eugene Trani comments.

The MCV Campus is changing dramatically as well. In the past five years, the Ambulatory Care Center; Parking Deck N, including employee child care and VCU Mail

Services; the \$25 million Medical Sciences Building for interdisciplinary research; and the moved and renovated Alumni House have enhanced research, life, and parking on campus. And growth continues.

The 1998 Assembly also budgeted \$13.3 million for the renovation of Sanger Hall. Sanger houses the School of Medicine's academic and administrative offices, as well as labs, classrooms and lecture halls. It was built in 1963, and, except for some external maintenance, has not been updated since. The University will renovate labs and classrooms; replace and repair the building's electrical, elevator, plumbing and water systems; improve ventilation, heating and air conditioning; and make some exterior repairs.

VCU has expanded its presence in Jackson Ward in downtown Richmond with its role in the financing of Biotech 2, which opened this summer in the Virginia Biotechnology Research Park. Biotech 2 is home to the state Division of Forensic Sciences and the Office of the Chief Medical Examiner, both featured in the stories of famed novelist and Richmond resident Patricia Cornwell. In fact, in her latest novel Point of Origin, Cornwell's heroine, Dr. Kay Scarpetta (a.k.a. VCU's Dr. Marcella Fierro '75HS/M), is already working out of her new office in Biotech 2.

Adjacent to the MCV Campus of VCU, the Virginia Biotechnology Park is in the right place at the right time. Capitalizing on the rapid growth of the biotech industry, the Park is bringing jobs and economic vitality to Richmond. Businesses are locating here because of the accessibility of resources at the MCV Campus and Hospitals. Its six buildings currently serve 33 companies, agencies and organizations, and when fully completed the park will house \$500 million in facilities and more than 3,000 employees.



The headquarters of Virginia's Division of Forensic Science, with the world's second-largest DNA database, is at Biotech Two.



ALLEN JONES VCU V

President Trani sees the Biotech Park, the School of Engineering and the coming Life Sciences Building—and their university-corporate partnerships—as key steps to take Richmond “to the next level as a high-technology center.” He spent three months in England this summer investigating this process in Cambridge, which has “the greatest concentration of high-tech activity in Europe”—development that’s known as “the Cambridge phenomenon.” Dr. Trani’s “Cambridge Report,” based on his observations there, outlines the growth factors for a “Richmond phenomenon” and VCU’s role in it. (See page 3.)

In the heart of the MCV Campus, two recent additions sharpen the focus and multiply the capabilities for University research.

The New Medical Sciences Building on Marshall Street, next to the Egyptian Building, opened in September, 1997. The nine-story, \$24.8 million building is another step toward a Richmond phenomenon. It’s designed to foster collaboration among diverse medical and science disciplines across both campuses, leading to breakthrough research. “This building will enable our faculty and student researchers to cooperate and plan with one another in new and exciting ways,” says Dr. Trani.

The privately-funded Paul A. Gross Conference Center, dedicated at Alumni Reunion in April, 1998, is a three-story, 9,100-square-foot meeting center attached to the MCV Alumni House and built in the same gracious Greek Revival design. The Gross Center’s meeting rooms large and small—when combined with the Alumni House—can accommodate social events of up to 300 people. Its central meeting room is equipped with the latest video and online technology so that VCU Campus faculty and staff can host conferences, seminars and professional meetings on the medical campus. Like the MCV Alumni House, the Center also provides space for student and alumni seminars and gatherings.

And more is planned. The state recently granted revenue bond financing authority up to \$8 million for VCU to collaborate with the City of Richmond to build a new School of Social Work. VCU is also a partner in a \$4 million, 3,000-seat, NCAA regulation Track and Soccer Center under construction adjacent to the Diamond, Richmond’s baseball park. Construction will begin on a new Sports Medicine Building on Broad Street in late fall, 1999.

**I**t’s a time of remarkable growth for VCU. These new buildings are vision made visible—a radical transformation of the quality of education and student life, as well as VCU’s vibrant contribution to the Richmond and Virginia community.

*VCU’s website on new construction opens in March:  
[www.vcu.edu/fmd/](http://www.vcu.edu/fmd/)*

*Dave McCormack is a Richmond freelance writer who is working on an MFA in fiction in VCU’s Creative Writing Program.*



*The new Life Sciences Building will maintain three climates in the top-floor greenhouse—and 20 tanks in the basement for research in aquatic ecology.*



ALLEN JONES VCU MP

*Biotech Two at Virginia’s Biotechnology Park—the hub of a “Richmond phenomenon”?*



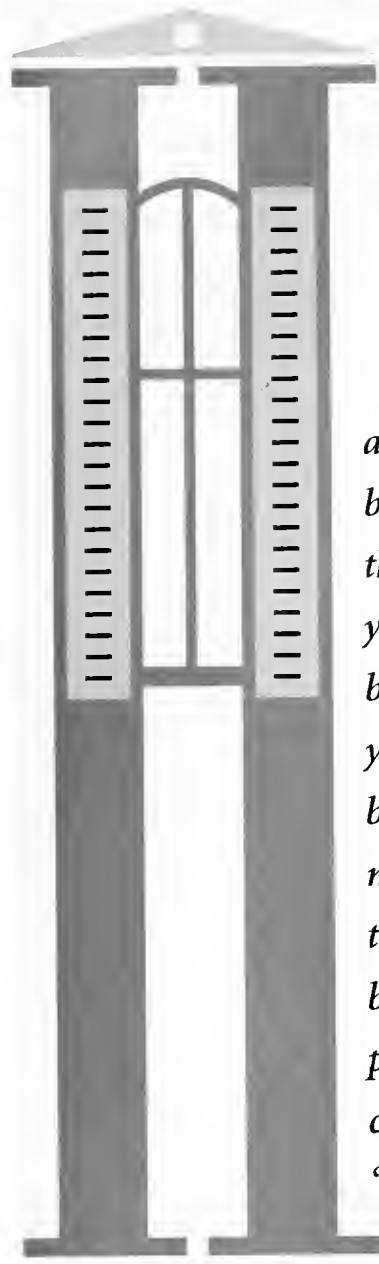
ALLEN JONES VCU MP

*At the Medical Sciences Building each floor focuses interdisciplinary resources on an area of research, such as the immune system.*



JUDITH WATSON VCU MP

*Tradition made new at the renovated MCV Campus Alumni House and the new Convocation Center.*



*Tim Canan maps the future in Loudon County, the fastest-growing county in Virginia.*

*ave you ever been stuck in traffic caused by poorly planned construction and thought “I could do this better”? Or have you ever had part of your neighborhood bulldozed for city/county use—leaving your perfectly manicured lawn fronted by a multi-lane road, complete with neon double yellow line and 2 a.m. traffic? You thought, “I could do this better.” Perhaps you’ve driven past a public housing development where children play in the street and thought, “I could do this better.”*

*Several VCU alumni have had that same thought, and they are “doing it better”—in every aspect of planning, building, financing and marketing that builds or enhances a viable community. You could say that when we access our alumni expertise,*

# *it makes*



MICHAEL KACMARCIK

*John Marles cuts towering problems down to size in Henrico county near Richmond.*



Roy Amason (right and page 23) has built 50 subdivisions near Richmond. On site at Cross Point, he and John Wright, his partner in that venture, plan another community.

BY DEBBIE CAREY '98MA/H&S



## MAPPING IT OUT

As a planner for Arlington County near D.C., **Tim Canan '89MURP/H&S**, handled most of the issues and crises that face a developed urban area. Now a senior planner for Loudoun County, the fastest growing county in Virginia, he's the person to look at our hypothetical "village," review the patterns of industrial, commercial and residential development and analyze its past, present and future.

"It's like one big map. I work with the county's General Land Use Plan, adopted in 1961 and amended several times, an ultimate projection of what we want to happen in the future." County planning staff develop a plan, with input from citizens and other interested stakeholders through public hearings and other contacts. Then the County Board adopts the plan, which affects other decisions like zoning regulations and highway plans. Amendments go through the same process. Canan and other long-term planners use data analysis and research to forecast numbers of jobs and residents. "So, as you look toward future development and redevelopment, you identify the way the demographics are developing."

After wide experience with more specific planning issues, Canan was ready for this job. A typically knotty confrontation was at Pentagon City Mall. "A developer came to the county planning office

with a proposal to develop approximately 1,000 residential units with 300,000 square feet of retail development." Local residents were highly skeptical, because retail space in the original Pentagon City Mall had been designed to attract "outside" shoppers, adding to neighborhood traffic congestion. They were not anxious to meet with a new developer who wanted to develop the back side of the Mall. "They didn't want a second mall bringing in outside buyers."

Zoning at the time allowed only for residential development, so the developer lobbied hard to convince either local residents or the County Board that his vision would benefit Arlington County. While the developer wanted to build retail, "the residents wanted the type of shops that service a community, like dry cleaners," Canan explains.

Citizens, business owners and residents met to come up with a vision for the County Board to evaluate. There was a lot of give and take before a final compromise, says Canan, who was on the planning team that facilitated the exchange. In the end, developers reduced the size of retail space and agreed to contribute to a community package—which might include funds for road improvement to ease traffic congestion, parks, or a public art space.

Canan acknowledges that developers often promote their personal visions with hefty PR and savvy lawyers. But he feels that his office, together with local residents, citizens' rights groups and the

County Board, has been able to negotiate what's best for the county.

## SUBURBAN SHIFTS

**John Marlles '84MA/H&S** is the new director of planning for Henrico County outside Richmond. He had been working in Roanoke, in southwestern Virginia, and "it's really quite a change," he says. "Henrico is a more mature urban county. It has a healthy rate of growth, but it's starting to experience some of the problems that face the state's older urban areas. We have a number of older neighborhoods which are shifting from owner-occupancy to rental units, where maintenance is not what it once was."

Like suburbs throughout the country, Henrico has been struggling with multiple applications from different companies to site new cell towers, the large towers necessary to operate cellular phones. Marlles thinks the county has a plan to cut this towering problem down to size, that will steer local residents and cell tower providers through negotiations to a conclusion with something in it for everyone.

"One of the biggest, most controversial challenges facing not only this office, but city and county planning agencies throughout the country is the issue of regulating cell towers," says Marlles emphatically. These towers used to be placed along the outskirts of communi-



USED WITH PERMISSION FROM RICHMOND TIMES-DISPATCH

# *a* VILLAGE.

ties along major highways, but now companies are building them increasingly closer to residential neighborhoods. Marlles explains that the 1996 federal Telecommunication Act weakened local zoning laws, which had kept cell towers out of residential areas.

Now the towers are moving off the highways and closer to residential neighborhoods, a trend which angers homeowners. Marlles and the planning staff are trying to protect Henrico County neighborhoods from the unsightly 200-foot towers, while allowing appropriate access for cell towers—which do provide a service people and businesses want. Marlles believes the county is working toward a positive compromise which may become a model for other communities. “We have had many calls from other communities interested in knowing how the County is going to approach this issue,” he says.

The draft proposal under review by Henrico’s Board of Supervisors will require a major amendment to the county’s Comprehensive Plan and a complete re-write of its zoning ordinance requirements. The objective of the amendments is to keep new cell towers out of the county’s residential neighborhoods by making it easier for companies to locate in nonresidential sections like industrial parks and commercial areas. “If new cell towers must locate in residential areas,” Marlles adds, “they should be required to use stealth technology. There are many successful examples of cell towers designed to look like flagpoles, bell towers, and even trees.”

Road construction, mall development and cell tower locations—these are some of the more immediate problems we’re up against, planning and revising our imaginary community. But with Marlles and Canan’s years of expertise, we can engineer collaborations between developers and residents.

## TOWN MEETINGS

In fact, between these two city/county planners, we have the best available advice for developing our dream community. We just need someone to work with our planners to encourage the right kind of developers to consider some of our underdeveloped market areas.

**Frances Stanley ’91MURP/H&S** introduces herself as “an information

broker who deals with community development.” From the Community Affairs Office in Richmond’s Federal Reserve Bank, Stanley and the rest of the staff make connections among community groups and investors in five states and the District of Columbia. They analyze a specific community to produce an investment opportunities profile and then invite local residents, investors, developers and community action groups to meet.

Under the Community Reinvestment Act, Stanley explains, a certain percentage of a bank’s loans must go into minority and women’s small businesses and community projects in low-income neighborhoods. Her office looks for the possibilities in a community and then brings the investors to the need.

Stanley’s office has profiled Fayetteville, North Carolina, which has faced severe commercial setbacks since the downsizing of the army. Economic development is stalled, and people can’t sell their property there. Stanley feels that if local government can help bring in new businesses and generate jobs, people will want to stay.

To make that happen, Stanley’s office and sister offices in Baltimore and Charlotte, North Carolina have four tools: the profile; an economic report generated from the profile; a magazine, *Marketwise*, widely circulated, that encourages community groups to seek out loans and points out the potential in these underdeveloped neighborhoods to banks and other lenders; workshops and seminars for people from a target area that make specific recommendations for loans and development. “Most of the services we provide are free,” she says, “mentoring, or helping people make business development plans to apply for a loan.”

Stanley’s most recent conference, “Accessing Capital: Start to Finish” gave small businesses advice on where to find startup loans—advice that’s desperately needed. “We surveyed small businesses and asked where they found the capital to start. People would write in and say they’d used their credit cards—someone owed \$200,000 on four credit cards, at 18 to 21 percent interest.” They are unaware of other sources—banks, non-profit community development groups, or “angel” investors who started as small businesspeople themselves and want to help others.

“We bring the information to help communities help themselves.” Yes, Stanley is a must on our community development team.

## THE REIT STUFF

Now, we have two city planners to help us develop long- and short-term goals, and to help us manipulate our way around systems that don’t always protect residents. We have a Federal Reserve Bank employee who encourages investors to sponsor under-developed sites by offering financial bonus points to banks that support companies owned by minorities and women, especially in underdeveloped neighborhoods, helping us make the most of and for our community.

We have developers who build homes, and engineers who gut and renovate the interior of commercial properties (as well as provide the mechanical and electrical systems for new buildings). With all that planning, collaborating and developing well underway, what do we need? We need cash. Or do we? According to **Ron Gibson ’63BS/B**, all we need are assets.

Gibson is the president and CEO, and an original partner in Highwoods Properties, which soared from a market capitalization of \$275 million in 1994 to \$4.2 billion today. What better business sense to help us know what to buy, what to sell and what to develop within our dream community? Like his fellow alumni, Gibson is located in the southeastern United States, with company tendrils reaching into Tennessee, Kansas City and Iowa. In 1994, Highwoods had only one location; now, there are 21 Highwood markets in the Southeast and beyond.

“Now we are the dominant REIT (Real Estate Investment Trust).” A REIT trades in real estate, not only with cash, but by offering another piece of property in barter. A REIT might even offer stock in the real estate they are buying and plan to improve. For example, Gibson would acquire empty land in exchange for shares in the planned development. Gibson would build, say, an office park. The original owner would have stock in the new office park—much more valuable now than his original property.

Gibson attributes his company’s exponential success to careful planning and flexibility. “We had a vision and a



Ron Gibson's Highwoods Properties develops backed by assets as well as cash. They developed the Martin Agency building in Richmond's Shockoe Slip.

COURTESY OF HIGHWOODS PROPERTIES



The Siegel Center chills, thanks to "The Slurpy Machine" by David Spriggs (left), alumnus John F. Dunlap and Christopher Andrews.



Frances Stanley finds capital for communities. There are better ways than maxing out your credit card.



Noel Ward's Nationwide Homes is a model for modular building.

plan," he says. "We developed a strategy." He admits that "the rise in the stock market didn't hurt, but traditionally, REITs are not stock market dependent." Gibson explains, "If we adopt a strategy, an outlook, that is broad and adaptable, we're prepared for the market conditions no matter what phase they are in."

So what's the Highwoods growth factor? First, "we went public. People could purchase our stock, and we reinvested that into the corporation." If Highwoods were interested in purchasing a parcel of land, or a subdivision, or even a shopping mall, Gibson would approach the current owner/developer and offer him/her stock in the company to let Highwoods take over. Because of the deferred tax structure for real estate investment trusts, many of these previous owners would become wealthier than if they had remained independent or had sold for cash.

Although Gibson is certainly pleased with Highwoods' corporate earnings, he is most proud of the fact that Highwoods has never given back a property and has never defaulted on a loan. "We look for similar companies when we want to invest so that we can continue to maintain our high level of integrity and commercial desirability," says Gibson. His feet are firmly planted on the ground, and maybe that's another reason for Highwoods' success. He's involved in the concrete process. "I particularly enjoy the brick and mortar. I love the development component of this job."

## READY-TO-BUILD

When Stanley's communities decide what they need and Gibson's investors buy in, two VCU alumni who can make it happen are Noel Ward '80MBA and John Dunlap '89MURP/H&S. Ward is senior vice president of Nationwide Homes, where he directs construction, sales and marketing. He started his career in mortgages and finances, and had to scramble for another job when his former company was bought out. "It was a hard switch—very challenging. It took a year and a half to learn the construction and marketing platform."

Ward's company, Nationwide Homes, is the single largest modular home developer in the Southeast. Nationwide's homes are built to conven-

tional code, just like a ground-to-roof home. But they are produced first in pieces, making onsite building faster and often cheaper. "We often work with developers, but also sell directly to families," he explains. "We have computerized 50 to 60 pre-designed homes with hundreds of options which we can manipulate easily in AUTOCAD. It's quick, and offers customers a lot of flexibility."

Nationwide's models include single-family homes, but "we also build multi-family structures—townhomes, apartments, condominiums and duplexes." Developers who purchase large land sites may buy a series of Nationwide homes. These homes are put up on the lots, and a subdivision grows from seed to flower in no time. When one site turned out to be too small for single-family homes, Ward provided the developer with a series of townhomes, which fit nicely in the space and improved one of those underdeveloped areas Frances Stanley would have had her eye on. So, Ward is a perfect contact for our single-family, townhouse or apartment needs.

If we find we must renovate many older commercial buildings, as many urban and modern suburban neighborhoods do, then we can call on Lanna, Dunlap & Spriggs, who specialize in interior construction. Alumnus John Dunlap and his two associates started their own company in 1987. Now that he's a corporate president, he doesn't get his feet "dirty" in the construction end of the business as often, he laughs.

"although I try to make a least a few visits to sites to make sure the work is progressing well." Dunlap has contracts with Circuit City, Car Max and AMF Bowling. His crews travel all over the country providing mechanical and electrical expertise. At VCU, Dunlap's firm has worked on the Siegel Center, the Fine Arts Center, and the School of Engineering. He has helped with the Richmond Convention Center's expansion and other institutional projects.

Dunlap is most proud of his firm's invention to cool the new Siegel Center. "The Slurpy Machine." "Normally we would need, say, 1,000 tons of refrigeration. Instead of having a big, 1,000-ton chiller," explains Dunlap, "we have this small, 300-ton refrigeration machine that runs all the time." The conventional machine would click on and off as needed, as the room fills to capacity and

sweaty bodies press for more cooling power. "The Slurpy Machine" produces a slush-like substance which runs water through the machine all the time. Because it is a smaller unit, functioning at a lower level all the time, the unit is also more cost-effective." Cool.

So, as we approach renovating our dream community, Dunlap and his company can engineer the nuts and bolts, and pipes and coils.

## BEYOND THE MONOPOLY BOARD

Real estate is the ultimate Monopoly game of financial survival. And **Jeffrey Berman** '74BFA is a player. But he is quick to point out that there is much more to being in real estate than appears on a Monopoly board. First, Berman argues, "Eighty to 90 percent of my business time is spent with people." Not properties, hotels or power. Unlike life, the board holds no rewards for being good with people. "No matter what you do," Berman emphasizes, "you need to be able to work with people, establishing relationships."

His first venture into sales was an iced tea stand with his brother. "We underpriced the boys down the street selling lemonade. At five I began to learn that everything you do boils down to interacting with people. My mom and dad taught me good business ethics and handling money while remaining business savvy, critical keys to working effectively with people. My mom charged us for the tea bags and sugar we used at that stand, introducing me to net and gross profits for the first time."

Berman started his professional career in 1975, in D.C., clunking into town in a broken-down car with \$600 dollars to his name. Since then, with a lot of hard work, well-researched guesses and informed judgement, Berman has passed GO several times and moved from Baltic to Park Avenue—or Potomac, Maryland, where he lives with his wife Jackie Deitsch, and their daughter, Pacey.

While Berman is very successful, "I don't need to build an empire," he comments. "Those are the guys who are still putting on suits and ties and getting up and going to work each morning in their 60s and 70s." Berman adds, "I want to enjoy my family and have fun."

Berman feels his career started before graduation, with preparation he got at

VCU. "People like John Bowie in fine arts, Chuck Magistro in communication arts and design, Dale Quarterman and David Bremmer in photography, and especially the chair, Ed Bedno, taught me to believe I can be successful, and to push myself creatively and technically. These people shaped my knowledge and work. My fine arts degree, with its heavy emphasis on photography and design, was really important, especially as I transitioned from level to level in design and marketing."

In 1975 Berman established J.H. Berman, Inc. He picked up real estate clients, developing marketing strategies, designing logos, and creating brochures and ads. The business evolved, and Berman was marketing his clients holistically—from logo, to furniture, to the exterior of their office buildings (to granite or not to granite?). More VCU skills came into play. "I got more than just a fine arts degree," says Berman, "I got a strong foundation for three-dimensional design from my mentor and thesis advisor Ed Bedno, a nationally known designer."

Soon Berman was riding the fast track from the Reading Railroad to the Shortline, forward and back, passing GO and collecting, well, let's just say more than \$200. In the early '80s, Berman was handling a full range of PR services for clients like Mobil, Prudential Grosvenor International and Carr America (a major REIT)—marketing and advertising, even groundbreaking ceremonies. His firm worked with contractors, architects, engineers. Berman, Inc. impressed its PR peers as well, winning international design/marketing awards from groups like PSI Zellerbach.

Berman's wife, Jackie Deitsch, came on board professionally in 1981, bringing her expertise in sales and media—radio, television and print. Although Berman had been handling advertising, it wasn't his strong point. "Jackie added a lot of depth and skill to the company." After twelve years as a full-time partner, Deitsch cut back to consultant level to stay home with Pacey.

In the late '80s, real estate took a hit, and J.H. Berman along with it. Berman hung in there and waited for the turnaround, which came, but "it never was what it had been in the '80s."

Berman met Tom Kappler, a vice president and Berman's contact at Grosvenor International. Kappler handled a portfolio of properties in U.S.



Jeff Berman went into business at five, an ice tea stand with his brother. Last year Berman Kappler bought the Ross Building in downtown Richmond (above), traded it for Aquia Towne Center, then sold that at a profit. "It's all relationships," he says.



## "We can do this better."

In January, VCU's Survey Research Lab released results of a telephone poll (not a cell tower) of 850 adults in Virginia on their attitudes toward urban/suburban sprawl. The survey was funded by the Virginia Environmental Endowment, a nonpartisan organization.

- 63 percent said traffic congestion is serious or very serious in their area.
- 59 percent said the loss of open space is a problem the state should try to prevent, and not an inevitable result of economic development.
- 52 percent said school crowding is serious or very serious.
- 70 percent favored relieving traffic congestion by controlling growth instead of building more roads; 24 percent would build more roads.
- 53 percent said growth should be managed to avoid overcrowded schools and budget trouble in local governments.
- 35 percent said that state developers' fees should be large enough to cover costs of new roads, sewers, and schools.
- 12 percent were opposed to restricting the right of citizens and businesses to move where they want to.

Virginia's General Assembly has two panels studying the problems of growth. There were no significant differences between Democrats and Republicans on the issue. It appears that sprawl will be a major issue in state and local elections this year, and in the presidential campaign in 2000.





and Canadian cities. Both men created strategies for repositioning corporate real estate properties for their clients. One day over oysters, it occurred to them, "We should buy these undervalued properties ourselves, and reposition them and build a portfolio. We'd make a great team."

They formed Berman Kappler, Inc. in 1995. They've bought Pocono Green Shopping Center in Richmond, Willow Oaks Center in Hampton, Virginia, and the Ross Building, a 17-story 275,000 sq. ft. office building with a 300-car park in downtown Richmond.

In February last year, they bought the Aquia Towne Center in Stafford, Virginia, a 240,000 sq. ft. shopping center—which they acquired in part by trading its owner the Ross Building. (Like trading Park Place for all of Monopoly's green properties with hotels.) The pair planned to develop Aquia into a family center, safe and attractive. But a buyer appeared with an offer they couldn't refuse. So the game continues.

Berman and Deitsch are strong believers in civic duty, two words that don't appear on Monopoly cards. "You have to give back," he says. "Many people helped me along the way, so even in my early years I tried to help." Jeff and Jackie have been involved with the Make a Wish Foundation and with Jubilee Housing, which provides job training and low-income housing for at-risk youth and their families in Washington.

For Berman, Monopoly is a poor analogy of his career in real estate purchasing and selling, which has offered him rich opportunities to give back. He sees beyond the Monopoly board, to many who never get past GO, who never "collect \$200."

## QUINTESSENTIAL VILLAGER

A developer planted firmly in Virginia real estate is **Roy B. Amason '69BA/B**, voted Virginia's 1998 Builder of the Year by his peers. With 26 years of experience, Amason has developed more than 50 subdivisions in the Richmond area. He spread out a bit with Richmond Hill, 15 lots near the historic section of Williamsburg where houses sell from \$750,000 to \$2.5 million. And, he's not only developed his own projects, but lobbied for the needs of builders and homeowners as president of the 4,500-

member Home Builders Association of Virginia (HBAV).

Creativity, essential to success, is equal to a positive attitude in Amason's book of how-tos. "Don't criticize, condemn or complain," Amason told the Virginia Builder, "If you don't have something positive to add, get out of the kitchen. I tend to tune out the criticism, the condemning and complaining," he continued. "I just pay attention to those who come up with positive ideas."

Amason's openness to possibilities is a kind of expansive glee that leads him on. With "my strong foundation at VCU thanks to all the great professors such as Jackie Williams in accounting, Russ Parker and John Lambert in management, Jerry Ferguson in real estate."

Amason started out as a realtor. He became a broker, and then a builder. He was doing very well with single-family subdivisions, but he didn't stop there. His newest community in progress, Cross Point, north of Richmond, encompasses office buildings, a restaurant, an assisted living center and single-family homes, as well as townhomes and apartments. His insights can take him offsite as well. When he developed Windsor on the James in Henrico County, he donated a million-dollar home as the Richmond Symphony Designer House. "We raised \$65,000 for the Symphony before selling the home," he says.

An undeveloped lot is an abomination in the sight of man, or this one, anyway. The next gleam in his eye is Southerlyn, to be "a large planned community of 640 acres, near Varina, east of Richmond. Along with 1,400 homes, we're developing a shopping center, day care, schools and parks, an 18-hole golf course, assisted and elderly care, single family, townhouses and apartments," he says cheerily. "And to assure we preserve the rural environment, almost forty percent of the land—240 acres—will be green space." It will take \$6 million in offsite development, he adds, to widen roads, extend sewer and water lines, add traffic control and landscape properly, before any onsite building.

When Amason extends his considerable energies to the profession, the challenges home in on him like heat-seeking missiles. He was president of the Richmond Homebuilders Association in 1992—the year of the notorious "shrink-swell" problem in houses in Brandermill and Woodlake southwest of Richmond. The homes were built on land that con-

tracted and expanded with weather and humidity, structurally damaging many of them. Homeowners blamed builders, realtors and county inspectors. "So I spent the whole year dealing with that. Now we have systems set up to avoid it." Amason was president of the Home Builders Association of Virginia (HBAV) in 1997—another "unusual year. The Association's executive officer had left, and "I did both jobs for eight months with very capable experienced staff, and we had a terrific year."

Amason's primary concern for Virginia is finding the funding to rejuvenate aging infrastructures and build new ones. "With new industries coming in, like Motorola/Seimens and Capital One, Virginia's looking to grow. We have to make sure we have things in place." Builders' fees for new-home construction do not cover the new schools, streets, sewer and water lines that neighborhoods need, he says. He's convinced that "cities, counties and towns will have to work in coalition to make sure we have some broad-based funding for infrastructure, not just fees targeted to new home buyers."

And then there's regulation. "With every new regulation comes new cost," he explains. "The government jumps in, and jumps in, and jumps in. We make sure they don't get carried away." In the 1997 session of the General Assembly, Amason feels that he was able "to work with government, so that the housing industry and homebuyers were protected."

For Amason, his real career success is being a citizen of the village, the "intangible rewards of good friends, from governors and legislators to homebuilders, suppliers, engineers and county employees, to citizens of this great Commonwealth who all support, educate and grow with me. It makes my life a happy life."

*So, just within this small circle of VCU alumni we find the expertise to plan, finance and build our village and keep it going. And, in their own ways, with their own skills, they have all "done it better."*

*Debbie Carey is a freelance writer and a teacher who lives in Fredericksburg.*

# SAVINGS ON THE SUPPLY SIDE

BY LINDA MILLS '97MFA/HMS

Every day, headlines proclaim that  
managed-care "cost-cutting" measures  
are sending the quality of American  
health care spiraling downward.  
Stories profile people whose insurance  
won't pay for the care they need,  
hospitals where procedures have gone awry,  
clinics with barely enough staff  
to keep the doors open.  
**NONE OF THIS NEWS IS GOOD—**  
not for the health care industry,  
not for providers,  
and certainly not for patients.

**BUT** two VCU alumni are embracing the idea of cutting costs  
—*with the patient in mind.*

Patrick C. Kelly '72BS/E is the founder and CEO of Physician Sales and Service/World Medical Inc. (PSS), a "hyper-growth" company that grew to a giant in its field in the first 10 years and boasts revenues of \$1.3 billion. Kelly won the Horatio Alger Award last year, and his success seems due as much to life's set-backs and struggles as to his pluck.

Kelly grew up as the youngest resident at the Virginia Home for Boys in Richmond. As a young man, he was accepted to VCU, but didn't apply himself and flunked out his first year. He was drafted and served in the Army's Supply Corps in Vietnam. From all of his experience, he learned the value of determination, persistence, initiative, and mistakes—lessons that served him well when he returned to the States. Kelly gives back with college scholarships for boys from his alma mater. Sales from his book, *Faster Company*, go to the Boys Home Foundation, which supports homes for children across the country. Kelly contributed hundreds of pallets of medical supplies to Central America in the aftermath of Hurricane Mitch this fall. As a board member of Mercy Ship, a floating charitable hospital, his commitment to third-world countries is ongoing.

When he returned from Vietnam, Kelly was focused. He reapplied to VCU and finished a four-year program in less than three years. With a fresh degree in pre-med (biology education), but also married with a child on the way, Kelly decided against the typical path to medical school. "I joined a medical supply company," Kelly recalls. "I learned the business, learned that each customer has different needs."

That's the niche Kelly capitalized on with PSS. He recognized that doctors in private practice did not have the same needs as a full-scale hospital or a nursing home. So from a U-haul truck, he personally delivered supplies—syringes, strep test kits, examina-

tion gowns—to physicians, offering them same-day delivery, a service extraordinary in the business. No other company could match it.

By identifying this need, Kelly has not only built a successful business—three divisions, 4,000 employees, 95 distribution centers—he also is helping doctors and patients save money. His business also cuts cost by sharing profits and responsibilities with employees. Every truck driver has “CEO” on a business card, and at least one of them has half a million in stock. Sales reps have micro computers packed with customer records and financial and operational specs on equipment PSS sells. Truckers can make changes the customer needs. Sales people have the authority to sell by historical price, gross margin, or any other method; they can tell a physician how fast a blood analyzer will pay for itself. And people are allowed to make mistakes, encouraging initiative and innovation.

“Our quick turnaround on supplies has taken the inventory cost out for doctors in private practice,” Kelly says. “And now that lab equipment has gotten smaller and easier to use, doctors can do a lot more testing in the office. Our representatives can help the physicians learn how to use the equipment and diagnostic tools. That helps doctors keep income in the practice.” It also saves the patient from having to travel to a different facility for tests, and saves them (and insurance companies) the extra money that a specialized facility would charge.



Patrick C. Kelly

An example of the newest technology that PSS can provide for physicians is a device that uses ultrasound to measure bone density in a woman's heel. The scan can be done in a doctor's office in thirty seconds. If the results show no evidence of osteoporosis, women at low risk for it can avoid more accurate and precise but also more expensive tests for bone density at the spine and hip. Other doctor's-office technology just entering the market is a hand-held ultrasound machine and a heat-sensitive pad that can make an initial screen for breast tumors.

“People in this country are going to want better and better care as the population ages. There is a lot of technology out there that will help people,” says Kelly. “And to get it to

them, it will have to be cost-effective.”

Dr. Paul Just '78BS/P is a health economist who uses technology to save money for medical professionals and consumers. “We use mathematical modeling to look at disease management, putting in a series of numbers to compare costs of new therapies to conventional treatments,” he explains.

Although Just became interested in the details of drug therapy and using it efficiently while working on his pharmacy degree at the MCV Campus, “It's taken turns I didn't expect. The concepts I practice now in pharmacoeconomics didn't exist then.” After his BS, he earned a pharmacy doctorate from the Philadelphia College of Pharmacy and Science and did his clinical pharmacy residency at the University of Illinois Hospital. He's a board certified pharmacotherapy specialist, a professional who focuses on therapeutic applications of pharmacological products.

Last August, he started a new job at Baxter Healthcare Corporation, the principal U.S. subsidiary of Baxter International, a global medical products and services company that focuses on critical therapies for life-threatening conditions. “It's a significant change,” he comments, “a move from the providers' point of view to industry.” Just is Director of Health Economics in the Therapy Planning and Development Group for Baxter's Renal Division. He will be working with health policy makers in Europe and Asia; we spoke to him just before he left for Korea and Japan.

“Baxter is a world leader in peritoneal dialysis and hemodialysis equipment for people in kidney failure,” he says. The peritoneal dialysis system is home-based, which allows a more normal life to people with the disease; hemodialysis is usually done in clinics. Both kinds of dialysis are alternatives to a kidney transplant, or maintenance while someone is waiting for a transplant. “With the peritoneal dialysis, people can even go on vacation. Baxter can deliver the solution anywhere.”

Just will represent Baxter in certain discussions with health policy makers in other countries. “We'll be talking about reimbursement issues, and overall costs. The peritoneal system is less expensive—although it isn't the right medical decision for some patients—so there may be savings in dialysis care.” Just adds that acceptance of peritoneal dialysis varies widely in different countries. “In Japan, the rate of use is only 5 percent; in Mexico, it's 90 percent. With the home-based dialysis, we want to be sure there's information and a fair balance of access.” He will also be helping

Baxter put economic components into future clinical trials.

Just's experience led to his current job—an unusual position for a pharmacist. He had been leading the clinical pharmacy area for Premier, the largest healthcare alliance in the country. Premier provides a variety of hospitals and healthcare facilities with services to help them reduce costs, develop integrated delivery systems, manage technology and



Dr. Paul Just

share knowledge, so Just brought a broad background to Baxter.

He and a team of PharmDs at Premier were developing a medication event reporting system with a national,

standardized database to help identify and correct the reasons behind adverse drug reactions and medication errors. Errors like ordering or prescribing the wrong drug, or administering the wrong dose. “A high percentage of patients have problems with medication,” says Just. “The cost of induced treatment complications is high for the healthcare system.”

In the Premier project, “We wanted to identify systems with processes that produce the fewest number of events [errors] and compare them to systems with higher rates. Then we'd see what could be done to decrease the higher rate.

“The field of pharmacoeconomics is only now coming into maturity,” Just continues. “There's been a natural progression among health care professionals from product assessment to total care assessment.” Drugs are just one component of the evaluation of the cost of caring for a patient's disease. “We can't just look at drug purchases. We have to look at how they are selected and used.” At Premier, Just talked with doctors about why they prescribed certain medications over others. One drug may cost 20 percent more than another, but it would reduce doctor visits from six times a year to three times, so overall costs are less.

“The most satisfying part of my job,” says Just, “is putting together work that people can benefit from. Saving money can increase access to better therapies.”

Linda Mills is a freelance writer in Richmond, chasing one-year-old Ian and polishing a novel.

# ALUMNET

*\*Member of the VCU Alumni Association*

## 1940s

**Anne Fischer '44MSW** was honored by the Richmond YWCA in June 1998 as a community builder, cited for her work and example toward empowering women and eliminating racism. Because they were Jewish, Anne and her family—her husband Ernst and their children George and Eva—fled Nazi Germany in 1935 to the U.S. They became U.S. citizens in 1940. That year, Anne began work with the Jewish Community Council, helping Jewish immigrants find jobs and housing. She taught on the social work faculty at RPI, and from 1952-68 returned to Germany to teach social workers there. She has received many awards, including Outstanding Alumna of the School of Social Work, and in 1996 the Lifetime Community Service Award of the Jewish Federation of Richmond.

## 1950s

**Carol (Folts) Barnett '57BFA** writes that she's "retired—and having fun—in fact my whole life has been fun." She lives in Westcliffe, CO.

**Ed Peebles '57BS/E** and his wife Karen adopted a Vietnamese baby girl in 1996, soon after he retired from the faculty of VCU's Public Health Administration Department. When Karen (then in her late 30s) first suggested it, Ed, nearly 60 and father of three grown children already, was dubious. But life with 3-year-old Camille is still a joy. "After my first day with Camille, it was exactly like it was with my other three children. It's just magic."

## 1960s

**Janette Braggs '68BS/H&S** earned a Master of Divinity from Union Theological Seminary—Presbyterian School of Christian Education in Richmond. She lives in Lexington, VA.

**Harry Duke '69BS '75MED/E** is a history teacher at Heritage High School in Atlanta. He lives in Jonesboro, GA.

**Robin Eddy '67BS/E** is a marketing teacher and DECA advisor at Clarke County High School. She lives in Winchester, VA.

**Thomas O'Brien '68BS/B** is an engineering technician with Henrico County Public Utilities Department. He lives in Glen Allen, VA.

**\*Heath Rada '67BSW** is the CEO of the Greater Richmond Chapter of the American Red Cross. Heath received a 1998 Humanitarian Award from the National Conference of Community and Justice.

**\*George Rand '68BS/B** was appointed assistant vice president of investments with NationsBank Investments, Inc., the brokerage firm affiliated with NationsBank. He lives in Harrisonburg, VA.

**Daniel Small '65BS/B** is an attorney as well as an associate professor of accounting at J. Sargeant Reynolds Community College. He lives in Richmond.

**Barbara (Beville) Smith '66BS/E** received a PhD in Education from Virginia Tech. She is a visiting teacher and a school psychologist for the Washington County Schools and lives in Abingdon, VA.

**Stanley Sweeney '65BFA** is president and creative director of Sweeney and Farrow, Inc., an advertising agency that he formed in 1987. He lives in Richmond.

**Wesley Terry Jr. '68BS '80MS/H&S** was promoted to chief deputy, with the rank of lieutenant colonel, of the Henrico County Sheriff's Office. A thirty-year police veteran, Wes lives in Richmond.

**\*Milton Woody '67BS/E** is dean for enrollment services at St. Louis Community College in St. Louis, MO. He lives in Florissant, MO.

## 1970s

**Janet M. Aptaker '76BFA** has moved to NYC, where she'll continue to hone her skills as a therapist, "including NPL and solution-focused

therapy. I'm in the phone book and would love to hear from classmates in NYC!"

**Kathleen Barrett '71BS '73MS/B** is vice president for financial development at the American Red Cross in Richmond.

**John "Jack" Baskin '72BS/B** was unanimously voted finance director for Warren County School Board. He lives in Charlottesville, VA.

**\*Tim Beacham '78BS/MC** is the producer of TV news magazine Dateline NBC. He lives in New York City.

**Jennie Brown '78MFA/A** is executive director of SPARC (School of the Performing Arts in Richmond's Community). She lives in Richmond.

**Stuart Burton '79BS/B** worked for Best Products for sixteen years. He is now the manager of merchandise payables at Heilig-Myers. He and his wife Connie live in Short Pump. Their yard has been certified a natural backyard habitat by the National Wildlife Federation.

**Janet Chenoweth '76BFA** gave birth to twin girls, Eva and Nina, on August 7, 1998. She lives in Richmond.

**Cheryl Claiborne '77BFA** is a merchandise manager for VF-Wrangler and lives in Greensboro, NC.

**Lloyd Conley Jr. '75BS/H&S** is the vice president of Crestar Bank and lives in Midlothian, VA.

**Gretchen (Unterzuber) Cosgrove '72MED** is a teacher at Meadowbrook High School and lives in Midlothian, VA.

**Bonnie (Pulley) Currie '73BS/B** is director of volunteers for HM Health Services at St. Elizabeth Health Center, in Youngstown, OH. She lives in Canfield, OH.

**William DeRusha '76BS/B** chaired the 36th Annual Humanitarian Awards Dinner sponsored by the National Conference of Community and Justice. He is chairman of the board and CEO of Heilig-Meyers. He lives in Oilville, VA.

**Susan (Richardson) Drumwright '71MSW** earned an MA in Christian Education from Union Theological Seminary—Presbyterian School of Christian Education. She lives in Richmond.

**Kenneth Ender '73BS/B '88PhD/E** was unanimously elected to the presidency of Cumberland County College, in Vineland, NJ. He lives in Bridgeton, NJ.

**Charlotte Fischer '71BS/B** is chair, president and CEO of Paul

Harris Stores, Inc., a national women's apparel chain with headquarters in Indianapolis. She received the Sagamore of the Wabash award, Indiana's highest honor for a private citizen. She was also the 1998 Alumni Star from the School of Business.

**Paul Fleisher '75MED** received the Thomas Jefferson Medal for outstanding contributions to science education from the Virginia Museum of Natural History. He teaches at Binford Middle School in Richmond, and his books for children include subjects like ecology, physical science and natural history.

**\*Mike Gamble '78BA/H&S** is a Lieutenant Colonel in the United States Air Force. He has begun a one-year tour as a student at the Air War College, in Alabama. Mike and his wife **\*Susan (Garbee) Gamble '78BFA** live in Montgomery, AL.

**Patricia (Coggin) Gilbert '77BME** is a website designer and programmer for her family's internet business, clec.com, inc. Trish and her husband Michael have two sons, Clee, 11 and Cody Joe, 5. They live in Stoneville, NC.

**Denis Harrington '76BFA** is director of the Alice F. and Harris K. Weston Art Gallery in the Aronoff Center. He lives in Cincinnati.

**\*E. Larry Holman '79BS/B** is vice president and national sales manager for Wilson-Daniels, LTD, a sales and marketing company for premium fine wines and spirits. He lives in Napa, CA.

**Edward James Jenkins Jr. '75BS/H&S**, after a 22-year break from policing, returned as Police Chief in Craigsville, VA. He completed the Basic Law Enforcement Academy, Option B, at Central Shenandoah Criminal Justice Training Academy in November, 1996.

**Daniel Karnes '79MSW** earned an MS in Public Administration from Virginia Tech in May 1998. He was also promoted to the rank of lieutenant colonel in the Army Reserves. He lives in Roanoke, VA.

**Joe Kirk '79MBA**, who has worked for Philip Morris for 20 years, has been appointed manager for the company's international facility in Malang, Indonesia.

**\*Janet Lenz '76BS/H&S** and her husband Bob Reardon co-authored *The Self-Directed Search and Related Holland Career Material: A Practitioner's Guide*. Janet is associate director of the Career Center of Florida State University in Tallahassee, where they live.



**George Love III '73BS/MC** '84C/B is an accounting manager for the Virginia Department of Treasury. He lives in Richmond.

**David Meade '75BFA** is the supervisor of network support for Franklin Templeton Group. He lives in Fort Lauderdale, FL.

**\*Roland Minton '77BS/H&S**, a professor of mathematics at Roanoke College, received its 1998 Dean's Council Award for Exemplary Teaching.

**\*John Monger III '72BS/B** is a purchasing agent with Monger and Sons, a family-owned business for over 75 years. He lives on a farm near Mount Crawford, VA.

**\*Paul Murman '74BS '89MTax/B** is a partner and CPA with Mitchell, Wiggins and Company, LLP. He serves on the American Institute of Certified Public Accountants' Accounting and Review Services Committee. Paul lives in Chester, VA.

**\*Shirley Neitch '73BS/H&S** '77MD is a professor of medicine and chief of geriatrics at Marshall University School of Medicine. She is the co-editor of a textbook, *Becoming a Clinician: A Primer for Students*, published by McGraw Hill. Shirley lives in Wayne, WV.

**Christine Land Netteberg** '77H&S is a realtor with Coldwell Banker Burnet. She lives in Falcon Heights, MN.

**Patricia Steinmetz O'Bannon** '71BS/E is the first woman to be elected to the Board of Supervisors in Henrico County. The Tuckahoe District Supervisor will serve as chair in 1999—another first. She was a teacher at Douglas Freeman High School in Richmond, and has also been a journalist and a political fundraiser. She and her husband Dr. John O'Bannon III '73MD have two sons and a daughter.

**Deborah (Moser) Payne '79BME** is a technical trainer with Raytel Cardiac Services in Forest Hills, NY. She was named to *Who's Who in Medicine* and *Who's Who in Finance and Industry*. Deborah is also a freelance trombonist. She lives in Philadelphia.

**Ronald Payne '79BS/E**, a former VCU basketball player, is the boy's basketball coach at Atlee High School in Mechanicsville, VA. He lives in Richmond.

**J. "Randy" Porter '79MED** retired after 17 years of teaching special education. He wrote an outdoor column for the *Staunton Daily Leader*, and his articles have appeared in *Rider*, *Bicycling* and other magazines. He wrote *Cyclist in the Shenandoah Valley*, which sold as far away as Japan. His second book, *Mountain Bike! Virginia*, was published by Menasha Ridge Press last year, and he's working on another. Randy lives in the Shenandoah Valley with his 10-year-old son, Chris.

**\*Raymond Ranelli '70BS/B** is the global leader of financial advisory services for the newly merged Coopers & Lybrand and Price Waterhouse firms. Ray was 1998 School of Business Alumnus of the Year, honored for his career achievements and his personal commitment to the School. He lives in McLean, VA.

**Steve Reed '77BS/MC** is a senior copywriter for Brierley & Partners in Los Angeles, CA. Squibb. She lives in Newport News.

**Charles Rugar '79BS/E** is a financial advisor for American Express Financial Advisors. Charles earned his MBA from the College of William and Mary in 1993 and lives in Richmond.

**Robert Sachs '74BA/H&S** is a staffing specialist with CUNA Mutual Group and lives in Richmond.

**\*Moir Saucer '78BA/H&S** is director of public relations for The Sugar Association, Inc. She also writes a monthly column on health and nutrition for *Great Life!* magazine. She lives in Takoma Park, MD.

**Phillip Sager '73BS/MC** is a visiting management professor at Delaware State University for 1998-99. He lives in Baltimore, MD.

**Betty (Maggard) Settle '70BS/E** was the 1998-99 Teacher of the Year at Windsor Oaks Elementary School, where she teaches third grade. She lives in Virginia Beach.

**\*Boyd Smith '76BS/B** is president of RE/MAX Commonwealth Group. The Richmond Association of Realtors named him 1997 Realtor of the Year. He lives in Richmond.

**Bruce Robert Wagner** '78BS/H&S earned his MED in Audiology from James Madison University in 1982, and is president of Wagner Hearing Aid Centers in Charlottesville, VA.

**Richard "Rick" Weaver '78MS/B** is the general manager for BARC Electric Cooperative. He previously worked for Virginia Power for 27 years. Rick, his wife **Donna '84BS/B** and their children Mackenzie, and Kara live in Rice, VA.

## 1980s

**David Francis Alexick '64BFA** '66MFA/A recently toured London, Paris, and Amsterdam looking at art. He also spent three weeks in Greece "to see as much of Greek art and architecture as possible, especially images of women in the ancient world."

**George Bailey '89MBA** is director of economic development for Prince George County. He graduated from the Economic Development Institute in April, 1998.

**Harvey Bakari '83BFA** is an interpreter of the African American experience with Colonial Williamsburg. He lives in Newport News.

**Edward Barber '89MED** was one of two 1998 alumni inductees chosen by VCU's chapter of *Honor Society Phi Kappa Phi*. He has taught elementary physical education in Chesterfield County Public Schools since 1982 and has chaired the Education Steering Committee of the Virginia Association of Counties. He is serving his second term on the Chesterfield County Board of Supervisors.

**Edward Belardo '88BS/H&S** is a specialist with Goldman, Sachs & Co. and lives in New York City.

**Beverly Tys-Berson '81MSW** (formerly Waldo) has been director of Youth Haven II since 1984. She married Joseph Berson on May 25, 1997. The couple lives in Roanoke, VA.

**Sharon Bjorklund '89BS/B** is the business territory manager with Bristol Myers-Squibb. She lives in Newport News.

**Jeffery Blick '86BS/HS** is an assistant professor of anthropology at Georgia College and State University and lives in Milledgeville, GA. He earned his MS and PhD in anthropology from the University of Pittsburgh.

**Monique Braxton '81BS** '84MS/MC is the anchor for MS-NBC in Secaucus, NJ. She was named a distinguished woman of Prince William County, VA. Monique is engaged to Shawn Fordham, and they plan to marry in 1999.

**Beverly Brookshire '87MS/AH** is director of adolescent services at the McLeod Addictive Disease Center in Charlotte, NC, where she lives.

**Christy (Kidd) Brown '89BFA** is a freelance graphic designer for Brown Marketing, Inc. Christy and



## CAPITAL ONE

It was a capital event for VCU alumni. More than 100 people enjoyed an after-work reception in December at Capital One at Innsbruck, with Dr. E.G. Miller, acting dean of the business school, and VCU President Eugene Trani. Capital One employee **Marty Wilson '87BS/B** and Chief Information Officer Jim Donehey welcomed VCU to Capital One. **Andy Hulcher '84BS/B** talked about what a good education VCU had given him, the contacts he'd made who helped his business, and how much he enjoyed working on the Alumni Association Board. "It's time," he urged fellow alumni, "to give something back." President Trani took Andy's challenge and ran with it, telling alumni how important their support is to VCU. Dr. Jack Haar, vice president for graduate studies, answered many questions about programs.

A DJ and a VCU trivia contest kept the mood light. Winners walked away with VCU hats, basketball tickets and t-shirts. Dr. Jean Gasen, a VCU associate professor of information systems who has a one-year internship at Capital One, helped to organize the event. The company's IT University and an energetic group of VCU alumni working at Capital One planned activities and provided marketing support. More than 250 VCU alumni are Capital One employees.

# THE MAN BEHIND THE MEN

## Colonel Russell Heath '85MS(CLS)/AH

BY DEBBIE CAREY '98MA/H&S

Colonel Russell "Skip" Heath easily fits the profile of a "man behind the men" epic protagonist. He just might be a prime candidate for an Oliver Stone movie. Heath's career maintains all the required subplots: he's a medical systems tech wizard behind the scenes of our most technologically oriented military engagement to date—Desert Storm. He maintains a relatively low public profile, but has risen steadily in rank within the Office of the Assistant Secretary of Defense—a very prestigious ladder. He led several enormous technological conversions which have rippled optic lines from Texas to Southwest Asia.

Captain Heath arrived in the Department of Medical Technology (now Clinical Laboratory Science) in fall, 1982 with little knowledge of computers. His graduate studies on the MCV Campus introduced him to electronics, computers and computer applications, which led to his Master's thesis, A Computer Program to Improve Data Input and Handling of the College of American Pathology Workload Report. His solutions were impressive, and the Air Force noticed.

After graduation he was transferred into the Air Force Surgeon General's Information Systems Fellowship Program. He and his wife, **Susan Bowman-Heath '85 MS(CLS)/AH**, moved to Brooks Air Force Base in San Antonio. From 1987-90, he redesigned and automated the Air Force's medical reference laboratory, creating a worldwide logistics support and diagnostic computer network. For this project, he was named the 1990 Air Force Medical Systems Officer of the Year.

At that time," said Heath, "military medical facilities didn't have standard computer systems. So, I implemented the Veterans' Administration's computer system, with some critical modifications that delivered immediate success. That system is still in use at the laboratory today."

On 2 August 1990, Saddam Hussein invaded Kuwait, an event that changed Heath's future. On 31 August 1990, Heath signed into Headquarters, U.S. European Command, Stuttgart, Germany, as the director of European Theater (which includes the Near and Middle East) medical information systems for the Department of Defense from 1990-95. It was a time of critical challenges to military medical affairs. The end of the Cold War led to a massive reduction in force; U.S. troops in Europe dropped from 375,000 to 100,000. Desert Storm and Bosnia demanded young soldiers and the medical facilities and technology to support proper health care delivery. As soldiers and military weaponry poured into Saudi Arabia, Heath, from his Stuttgart headquarters, led the behind-the-scenes project to duplicate in Europe the systems he had created in the United States. Except that now, battles raged, communications were threatened daily, and mobile hospital units were rising like fleas from the sands.

Heath was responsible for initiating and maintaining medical computer support and communications for 65 permanent medical facilities and dozens of mobile units from Iceland to Turkey. Many of them were tent hospitals or hospitals on shipboard. While we all remember Desert Storm for its incredibly low American mortality rate—under 400—few realize that thousands became sick or injured. Heath's computer program followed sick and injured casualties, 11,000 of them, from triage, to diagnosis, to initial treatment, to referral. The computers linked Saudi Arabia to Europe so that Europe could book beds, surgeons and hospitals as people were airlifted out.

Again, as NATO and U.S. troops were called in for support in Bosnia, Heath and his program continued to monitor and provide care for troops who needed medical assistance. Those computer systems remain, supporting troops there today.

Now, Colonel Heath, director of Planning and Performance Management, OSD, Health Affairs, spends his days in the Skyline section of Falls Church, Virginia. He has gone from daily crisis management to managing the daily health of the Armed Forces and their families. (And to following his own children, Tyler, 12, and Emily, 11, from soccer, to scouts, to church activities.) Instead of providing emergency "triage on technology," he focuses his competence on initiating strategic and tactical medical information system plans for DOD Health Affairs' future, and executing key programs in benefits management, immunization tracking, and an integrated planning, scheduling and reporting system.

In a 20-year military career, which has taken Heath all over the world and up to the rank of Colonel, what is most important to him?

"The work we did in the European Theater from 1993-95. There we had the greatest impact on improving military health care delivery by installing consolidated hospital information systems and essential telecommunications." He explains that because computer systems were made compatible with U.S. Health Affairs systems, casualties could be quickly tracked and med-evaced, especially out of Bosnia. "This had the largest impact on health care delivery."

So, Oliver Stone, what do you think? After producing *Gardens of Stone* about the men behind the men of the Vietnam War, how about a movie about the man behind the men of Desert Storm? A protagonist who fights with computers instead of guns, who impacts the lives of hundreds of thousands of people who never know him and probably won't ever hear of him, who yet remains a humble servant of the Air Force? It's a natural.

But Heath doesn't have to wait for Stone. The School of Allied Health Professions has already chosen him as their Alumni Star for 1998.

*Debbie Carey is a freelance writer in Fredericksburg, teaching at Germana Community College.*



her husband Christopher live in Richmond with their children Hannah Marie and Joseph Alexander.

**Susan Butterworth '84MS**  
'92PhD/E is director of wellness services for the Occupational Health Program at Oregon Health Sciences University. She lives in Portland.

**\*Karen Carr '83BS/E '86MS**  
'89PhD/H&S is a full-time missionary, providing crisis intervention for traumatized missionaries in Africa and other parts of the world.

**\*Barbara Richardson Celli**  
'81BSW '82MSW works for the District 19 Community Services Board in Petersburg, VA. She lives in Richmond.

**\*Victoria Cobbs-Echols '85BS/B** is an account executive with Travelers Property Casualty. Her son, Jonathan J. Echols II, was born on May 26, 1998. She lives in Perris, CA.

**Douglas L. Davis '89MS/H&S** is Major of the Uniform Bureau of the Williamsburg Police Department.

**Tambra "Tammy" Driscoll**  
'87BSW is a senior utilization review analyst with the Virginia Department of Medical Assistance Services. She lives in Mechanicsville, VA.

**Mary-Leslie Duty '84MS/H&S** earned her law degree from the University of Richmond in 1988, and is a partner of Duty, Duty & Gay in Chesterfield, VA. In 1995 she married Michael Emmons, a magistrate in Colonial Heights, VA.

**Hazel Trice Edney '84BA/H&S** is working on a master's degree at Harvard University's John F. Kennedy School of Government. She holds the William S. Wasserman Fellowship in the Press, Politics and Public Duty.

**Cherry Evans '85BS/MC** is manager of the Public Relations and Promotions Division of the Department of Aviation. She was awarded the U.S. Department of Transportation and Federal Aviation Administration—Eastern Region's Certificate of Appreciation for outstanding work with the state's aviation promotion program. She lives in Richmond.

**Nancy (Coggeshall) Everett**  
'83BS/B is the chief investment officer for the Virginia Retirement System's \$29 billion pension fund for state employees. Everett became a financial analyst after joining VRS 20 years ago. "It was a ton more interesting than computer programming."

**Jane Everson '89PhD/E** is an associate professor at Louisiana State University's Medical Center. At the August, 1998 graduation ceremony, she received LSU's first annual Faculty Excellence in Teaching Award. Jane

lives in New Orleans and can be reached at Jeverson@hdc.lumc.edu

**Gina Felix '86BS/MC** is an account executive with Barber Martin & Associates and lives in Richmond.

**Cameron Forrester '82BGS**, president and CEO of the Bank of Tazewell County, lives in Tazewell, VA.

**Kimberly Golden '82MM** is a visiting lecturer of choral and general music education at the University of Wisconsin-Oshkosh for 1998-99 and lives in Oshkosh. She presented her paper, "Singing the Way to Socially Appropriate Behavior: Combining the Principles of Music Education with Therapeutic Outcomes" at the First International Conference on Music in Human Adaptation in Roanoke, VA. Virginia Tech published her paper in Music in Human Adaptation.

**Myra Goodman Smith '82BS/H&S '84MPA** was promoted to vice president of campaigns for United Way Services. She lives in Chesterfield, VA.

**\*Harold Greenwald '82BM** is an admissions counselor in VCU's Office of Graduate Admissions. He is engaged to Lisa Coker and lives in Chester, VA.

**Lisabeth Guthrie '80BS/E** is assistant director of government relations with the Virginia Education Association. She lives in New Kent, VA.

**Chuck Harper '88BS/B** is a special agent with the FBI. Chuck and his wife **Patty '96BS/N** announce the birth of their first child, Theodore, in November 1997. The Harpers live in Maitland, FL.

**Lisa Harrah '88BSW** is an administrator at Mayfair House, an assisted living facility for the elderly. Mayfair House is in Kilmarnock, VA, where she lives.

**R. Clinton Haynie '81BS/B** was promoted to lieutenant colonel in the U.S. Air Force. He is a systems engineer for the Advanced Technologies Group at the U.S. Army War College in Carlisle, PA.

**Arthur Heinz '86BS/B** is a self-employed insurance agent and lives in Chesterfield, VA.

**Julia Bennett Hendricks '89BS/H&S '92MS(RC)/AH** is a social worker for Richmond's Family Violence Prevention Program, working with victims of domestic violence and child abuse and their families.

**Bill Humm '83BFA** married **Lori Blackmon '83BA/H&S** in September, 1998—19 years after they met as

freshmen in Johnson Hall. Bill is a self-employed multimedia designer, and Lori is pursuing a doctorate at VCU. They live in Richmond.

**Laura DeMarco Hunt '87BFA** is a merchandise coordinator for Perry Ellis International. She and her husband Scott toured Italy in September, 1998. The Hunts live in Arlington, VA.

**John Hurst '84BS/H&S** is the owner of Parallel Computing and lives in San Diego, CA.

**Brain Jacobson '85BS/MC** married Stacy Jacobson on May 9, 1998. He is a video editor at the Mayo Clinic. The couple lives in Rochester, MN.

**W. Randolph Johnson Jr. '89BS/H&S** was elected to the Richmond City Council in May 1998 and has taken a stand against voting along racial lines. "I've been black a long time," Johnson says, "and the novelty has worn off. I'm trying to make a better life for all Richmonders."

**Neal Kauder '85BS '89MS/H&S** is principal, VisualResearch, a consulting firm specializing in research, data analysis, and policy information design in Richmond. He was formerly a research associate with the National Center For State Courts in Williamsburg, VA, and a Senior Research Analyst with the Virginia Department of Criminal Justice Services.

**Michael Kent '89MS/MC** is a senior technical writer with Electronic Data Systems Corporation. He lives in Houston.

**Susan (Dunn) Kooch '88BS/B** married Roland Kooch on May 23, 1998. She is a budget analyst for Richmond Public Schools. They live in Richmond.

**Larry Landes '84Med** is the principal at Wilson Memorial High School in Augusta County, VA. He lives in Mount Sidney, VA.

**Elizabeth Lanham '85BS/B** married Victor Calaman Jr. on June 23, 1998. Elizabeth is a senior investment officer with Crestar Investment Group. The couple lives in Richmond.

**\*Stuart Lawrence Jr. '84BA/H&S** transferred to the Colorado Army National Guard to accept a position as an assistant professor of military science at the University of Colorado at Boulder. He is working on a doctorate in American history and lives in Longmont, CO.

**Connie Lee '89MSW** earned an MA in Christian Education from Union Theological Seminary—PSCE in May, 1998.

**Jerry Lewis '81BS/MS** is executive director of communications for the University of Miami in Coral Gables, FL, where he lives.

**Quenton Linyear '88BS/B** married Susan Wells on July 18, 1998. He works at Children's Hospital of the King's Daughters. The couple lives in Frederick, MD.

**Charles Lore '88BS/B** earned the designation of chartered financial analyst. He is vice president of investments at Paine Webber in New York City, where he lives.

**Janet (Greer) Marando '83BFA** has established her own business, Dominion Design, which specializes in corporate and publishing accounts. She is married to Michael Marando and has two children, Bronte and Ben. The Marandos live in Sydney, Australia.

**Gary Martin '86BS/H&S** is chief of NASA's Technology and Planning Integration Office at Goddard Space Flight Center. **Ellen Doran Martin '79BS/B** is senior vice president of personnel at NationsBank. They live in Bowie, MD.

**Bonnie Matthews '85BFA** is the illustrator of *Annie Ate Apples*, a children's picture book by Lynette Ruschak. She has illustrated several other picture books including, *The Teacher from Outer Space* and *Bon Voyage*. She lives in Baltimore.

**Larry Matthews '83BFA** has been working as an artist and teaching art and design in Wanganui, New Zealand for five years. His own work is in book arts and conceptual art. He recently invented Lattitude™, a new coffee bowl, which he plans to market. He has done design work for Operation Peace Through Unity and the U.N. Before moving to New Zealand he was a graphic designer/art director at the National Zoo in DC.

**Terri (Brundage) McClelland '88MS/H&S** is a science instructor with McDowell Technical Community College. Her second son, Jared Greyson Parker McClelland, was born August 7, 1998. Terri, her husband James and their sons live in Black Mountain, NC.

**Peggy McCrery '83MS/H&S** is executive director of the Hanover Habitat for Humanity. She is a realtor with Bowers, Nelms and Fonville and lives in Mechanicsville, VA.

**\*Michael Miller '88MBA/B** was appointed to the Board of Visitors of Virginia Polytechnic Institute and State University. He is the owner of Michael G. Miller & Associates, a real estate appraisal company in Richmond, where he lives.

**\*Paul Miller '89BS/B** and his wife Paige announce the birth of their daughter Clara Jane Miller on February 27, 1998. The Millers live in Richmond.

**Scott Mills '89BFA** won a 1998 Media Award at the National Student Festival at Hunter College in New York City. He lives in Richmond, VA.

**\*Gary Mitchell '83BS/E '86MURP/H&S** is a planner for Henrico County, VA. He lives in Chesterfield, VA.

**Mary Musselwhite '86BS/B** is an information systems specialist for Merge Computer Group, Inc. She lives in Urbanna, VA.

**\*Nikki Nicholau '84BS/B** is president of Nicholau & Associates, a training and consultant services company, in Richmond, where she lives.

**Maurice Oliver '86BA/H&S** is a training specialist with General Services Corporation and lives in Richmond.

**\*Barbara Lotspeich Peery '86MS '92PhD/B** is an adjunct professor at the Florida Institute of Technology School of Extended Graduate Studies. In 1997-98, she taught and completed research as a senior Fulbright scholar in a European Union-run MBA program in Almaty, Kazakhstan. She taught courses in entrepreneurship and human resource management. Barbara lives in Richmond.

**Anne Petera '84BS/B** was appointed secretary of the Commonwealth of Virginia by Governor James Gilmore. She lives in Mechanicsville, VA.

**Laura Poupore '85BS/B** married David Merrell on May 23, 1998. She works for Bond International Software. The couple lives in Glen Allen, VA.

**Patrick Piggott '89BS/H&S '93MSW** is a home therapist in the Oxford, NC area. He provides individual and family therapy for children and adolescents. His wife, **Carolyn Garrett '95MS/M**, is practicing family medicine in Benson, NC. The couple lives in Garner, NC.

**Stacy Queensbury '84BS/MC** married Jerry Olson on April 4, 1998. Stacy is an account executive with Humphreys Inc. in Chicago.

**\*Dulcie Ramon '86MSW** is a social worker in the newborn intensive care unit at Tacoma General Hospital in Tacoma, WA, where she lives.

**Keith Reynolds '84MBA** is the senior vice president of internal audit for LandAmerica Financial Group, Inc. He is a CPA, a certified informa-

tion systems auditor and certified bank auditor. He lives in Richmond.

**L. Alan Richardson '85BS/MC** is the development director for Olde Towne Medical Center. The Virginia Jaycees selected him as an Outstanding Young Virginian. Alan is also an ambassador to the U.S. Junior Chamber of Commerce and has served on the training task force for United Way of Greater Richmond. He lives in Williamsburg, VA.

**Terry Ridley '81MURP/H&S** is an attorney with Hunt, Hamlin and Ridley in Newark. He lives in Carteret, NJ.

**Maureen Riley Matsen '82BA/H&S** is the senior coordinator for program implementation with the State Council of Higher Education for Virginia and lives in Richmond.

**Annette Ringwood '85BS/B** is director of business development for Barber Martin & Associates and lives in Richmond.

**Ruth Valerie (Stephens) Robinson '83BS/B** was admitted to the Virginia State Bar on April 16, 1998. She lives in Richmond.

**Alesia Rose '85BFA** has been a multimedia developer for the Central Intelligence Agency for 13 years and recently finished her first recruitment CD. She lives in Woodbridge, VA.

**Jonathan Rose '88BS/B** and **Sara McElfresh Rose '87BFA** announce the birth of their daughter, Emily Marie on September 3, 1998. Sara earned a BS in 1991 and an MS in 1996, both in education from Old Dominion University. The Roses live in Virginia Beach.

**Donna (Delisle) Rotzin '88MSW** married Thomas Rotzin on April 25, 1998. Donna is a social worker with Rockingham Memorial Hospital in Harrisonburg, VA, where the couple lives.

**Michael Ryan Jr. '87BS '94MBA** and **Tracy (Tuten) Ryan '96PhD/B** married on May 23, 1998. Michael works at Bowers, Nelms and Fonville, and Tracy works at Randolph-Macon College. They live in Richmond.

**Jocelyn Senn's '83BS/MC** digital printing and graphics arts company, Presentation Resource, Inc. in Richmond is in the 1924 Dietz family printing building on Cary Street, which she renovated. "It was saving a piece of our downtown history."

**Jeffery Setien '81BS '85MBA** is director of budget and financial planning and payroll services for VCU's MCV Hospitals. He lives in Midlothian, VA.

**\*Julie Dixon Smith '87MFA/H&S** is the media relations coordina-

tor for the Department of Game and Inland Fisheries and lives in Richmond. She is an accredited business communicator through the International Association of Business Communicators (IABC) and president of its Richmond chapter.

**\*Michael Smith '85BS/H&S** is a program manager in the Biological Defense Systems Department of ITT Systems Corporation. He lives in Alexandria, VA.

**William Spiers '88BS/B** is a senior risk consultant with Thomas Rutherford, Inc.

**Michelle (Sviontek) Stehman '89BS/B** married Jef Stehman on June 22, 1996. She is a senior financial analyst with Carolina Power and Light. The couple lives in Raleigh, NC.

**Ellen Tolbert '85MSW** is a patient advocate and social worker in the case management department of Beebe Medical Center. She lives in Lewes, DE.

**Tony John Della Vecchia '89BS/H&S** earned a degree in Physical Education/Health from Central Connecticut State University, and teaches PE and Health at East Hartford Middle School.

**Melinda (Shrader) Wallace '87BS/E** is the assistant director of special services for Culpeper Memorial Hospital. She lives in Locust Grove, VA.

**Gregory Wainright '86BS/B** is a systems analyst with Convergys, Inc. He lives in Jacksonville Beach, FL.

**\*Dana Ward '81BS '86MBA** is president of Gulf Atlantic Title. He is also vice president/southeast direct manager for Lawyers Title. He lives in Orlando, FL.

**Donna Weaver '84BS/B** is a writer/media specialist with the public relations office at Longwood College. She lives in Rice, VA.

**David Williams '83BS/B** is president of A&J Technologies. The company made the Rising 25, an annual list of the Richmond area's fastest growing privately held companies. David and his wife Lorie have two children, Grace and Alexander. They live in Richmond.

**George R. Young '82BS '87MS/H&S** is the Emergency Homeless Shelter director for the Salvation Army of New Orleans, where he has worked for eight years.

## 1990s

**Louis Abbey's '95MFA/H&S** poem "Broken Silence," first published in the *Seattle Review*, is

included in *Blood and Bone: Poems by Physicians*, from University of Iowa Press. Lou is also chair of dental pathology at VCU.

**\*Christy Hodge Allen '93BS/MC '97MHA** is a Quality Insurance Compliance Specialist with Trigon Blue Cross Blue Shield. She lives in Glen Allen, VA.

**Nadhira Al-Khalili '96BA/H&S** is a second-year student at the Dickinson School of Law in Carlisle, PA, where she lives.

**Jonathan Baber '95BA/H&S** is a network engineer with GTE Government Systems and lives in Manassas, VA.

**D. Earl Baggett IV '97MS/H&S** is a forensic toxicologist and deputy director of the Brazoria County, Texas Crime Lab.

**\*L. Mark "Boris" Becker '90BS/B** married Karen Anne Becker on January 2, 1998. He is a systems manager with Circuit City Stores, Inc., and a Blackhawk helicopter pilot in the National Guard. The couple lives in Richmond.

**Alexis Berry '97BFA** is a graphic designer for the Wolf Trap Foundation for the Performing Arts. He lives in Sterling, VA.

**A. Scott Blankenship '94BFA** has opened his own graphic design firm, Blankenship By Design. He also works for the Southside Sentinel, a weekly newspaper in Urbanna, VA, where he lives. Scott and his wife Pamela are the parents of twins, Kyle and Caitlin, and are expecting another child in March.

**Rosemary Bourne '93BSW** is an assistant prosecutor with the Gloucester, VA, Commonwealth Attorney's Office. She lives in Richmond.

**Edward Boyce '91BS/H&S** and his wife, Marian Carmical, are co-pastors at three churches in Henderson, NC, where they live. They began serving at St. Andres Presbyterian, Brookston Presbyterian, and Young Memorial Presbyterian Churches in August.

**Gladys (Rut) Brenner '90MFA** is the president of A B Designs and lives in Richmond.

**Mikele (Galbraith) Bryant '95BA/H&S** is a research analyst with Realty Information Group in Bethesda, MD. She lives in Gaithersburg, MD.

**Brandy Flournoy Burnette '93BS/B** married Joseph Burnette on September 24, 1998. She is an associate with Saunders, Cary & Patterson. The couple lives in Richmond.

**\*Marika Byrd '92BGS** is the office manager and on the editorial staff of *Virginia Wildlife* magazine at the Department of Game and Inland Fisheries. Marika has a certified professional secretary, granted by the Institute for Certifying Secretaries. She is also a retired, full-time state employee. She lives in Glen Allen, VA.

**\*Philip Calhoun '95BS/B** is the manager of the Benefits Accounting Department of Heilig-Myers. His wife **Valerie (Rose) Calhoun '79BS/E** is an ESL teacher with Henrico County Public Schools. They live in Richmond.

**T. Greg Camp '98BGS** is president of the Virginia Registry for the Deaf. He will begin teaching Introduction to Interpreting at J. Sargeant Reynolds Community College in the spring of 1999. He lives in Richmond.

**Leonard Carlson III '97MT** was promoted to second lieutenant in the Virginia National Guard. He is a math teacher and basketball coach at A. T. Johnson Middle School and lives in Montross, VA.

**Kristine Carter '97BA/H&S** married Quintin Tedeschi on September 27, 1997. Kristine works for Astra Merck. The couple lives in Richmond.

**Susan Ciconte '93BS/H&S** is pursuing studies in American history at the University of Minnesota. She is a volunteer at a local historical society and also at the neighborhood lake, where she is a guardian for Canada Geese. She lives in Minneapolis.

**Kimberly (Hurley) Costello '91BS/H&S** is a school counselor at DeLand Middle School and lives in Daytona Beach, FL.

**Kristina Chapman Craig '92BFA** is director of Centerville Day Care in Manakin-Sabot, VA. Kristina, her husband Michael and their children Elijah and Scout live in Glen Allen, VA.

**Aaronde Creighton '93BS/H&S** is a senior personnel recruiter with Market-Pro Inc. in Marietta, GA, where he lives.

**David Crockett '91BS/H&S** is a chemist with the United States Food and Drug Administration and lives in Cincinnati.

**Debi Crockett '98BS/B** works for Old Dominion Electric Cooperative and lives in Urbanna, VA.

**Thomas Cuddy '93BS/H&S** is working on a doctorate in archeology at Columbia University and lives in New York City.

**Gordon Currey '96BS/B** married **\*Nancy DeAngelis '97MD** in May 9,



1998. Gordon is an account administrator at Thompson, Siegel and Walmsley Investment Council. Nancy is doing her internal medicine residency at VCU's MCV Hospitals. They live in Richmond.

**Carole Cuttitta '90BFA** married William Thietje on June 27, 1998. Carole is a teacher in the Virginia Beach City School System. The couple lives in Virginia Beach.

**Amy (Vandevander) Davis '95BS/H&S** married Marshall Davis on May 30, 1998. Amy works for the Chesterfield County Police Department. The couple lives in Richmond.

**\*Christy (Moseley) Domzalski '97BFA** married Joseph Domzalski on June 30, 1998. She is a hairstylist with C3 Hair in Richmond, where she lives.

**Ann Doyle '93BFA** married Philip Spraker on August 15, 1998. Ann works for Circuit City Stores, Inc. The couple lives in Richmond.

**\*Amy Drewer '97MS/MC** is a copy editor for the *Lexington Herald-Leader* and lives in Lexington, KY.

**Tara (Davis) East '92BFA** married Robert East on March 30, 1998 in Playa Tamarindo, Costa Rica. Tara is a buyer with Haynes Home Furnishings. They live in Virginia Beach.

**Nelson Eby '98BS/H&S** and **Angela Diaz '98BS/B** married on August 22, 1998. Nelson is a computer specialist with the Federal Bureau of Investigations. Angela is an analyst with the Federal Reserve Bank of Richmond. They live in Hanover, VA.

**John Edwards '96MURP/H&S** is a district planner for the City of Newport News and lives in Smithfield, VA.

**Laura Ellis '96BA/A** is acting director of the Black History Museum and Cultural Center of Virginia, Inc. in Richmond, where she lives.

**Todd Emerson '92BA/H&S**, an English major, had an undergraduate research grant to create software to teach writing for the English Department. After graduation, "I moved to Seattle to pursue my interests in wine and computers"—working for a winery, a wine shop in Pike Place Market, and for Edmark, a educational software company.

He left Edmark to start his own consulting company, which developed technical business solutions and internet presence for brokers, warehouses, and computer superstores; his chief client was iCat. In 1996 he joined Applied Microsystems Corporation (AMC).

"I married Kristine Kathryn Santiago in 1996, and our daughter Lauren Kathryn Emerson was born in November, 1997." Emerson is now an IS Manager at Sequel Technology in Seattle.

**Joyce Fisher '97BS/MC** works in the external traffic department of Barber Martin & Associates. She lives in Powhatan, VA.

**Sheron Fields '95BS/MC** earned an MA in Christian Education from Union Theological Seminary—Presbyterian School of Christian Education. She lives in Richmond.

**Cyndra Flynn '94BS/MC** is assistant director of student life at Illinois State University in Normal, IL, where she lives. She earned her MA from Indiana University of Pennsylvania in 1996.

**Clarence Forman Jr. '90BS/H&S** earned his law degree from New England School of Law in May 1997, and is now assistant general counsel with the Disabled Persons Protection Commission in Boston. He is a member of the Mass. Supreme Judicial Court Bar and the U.S. District Court Bar, District of Massachusetts. He lives with his wife and three-year-old son in Marlborough, MA.

**Maria Forte '96BFA** is a museum technician at the United States Holocaust Memorial Museum in Washington. She lives in Alexandria, VA.

**\*Lisa Freedlander '95BS/MC** is an account manager for World Championship Wrestling and lives in Atlanta.

**\*Freddie Fuller II '93BS/H&S** has moved back to Richmond from Maryland to work with Greater Richmond Transit Company, the city's bus service, as director of planning and grants management.

**George Fuller '95BS/B** is national sales manager with Acme Dynamics.

**Charlene Gamba '91BFA** is the art director for Olympus Group, Inc., in Alexandria, VA, where she lives.

**Dorothy Garrett '97MSW** married Paul Bledsoe on May 23, 1998. She is a social worker at Winchester Rehabilitation Center. The couple lives in Winchester, VA.

**\*Jaheyla Garris '96BA/H&S** works for Capital One. She is enrolled in VCU's Fast Track MBA program. After she earns her MBA, she plans to pursue a law degree. Jaheyla lives in Richmond.

**David Gerson '96BFA** is working on a master's degree at Columbia University and lives in New York City.



*It Could Happen to You.* "I never win anything like this! I almost didn't take the call." As Christine Johnson '80 MS/N (right) discovered, this is not a hoax. Thanks to the generosity of Josée Gallé Covington, President of Covington International Travel, she won two free tickets to anywhere in Europe on U.S. Airways.

Sound like a deal? You can be eligible for this year's drawing on July 15. When you pledge to your School's Annual Fund, just pay your pledge within 30 days or by credit card. It's good for VCU, because paying by credit card fulfills your pledge immediately, decreases the cost of reminders, and goes right to work for the School.

Christine and her husband, Dr. David A. Johnson '80MD, have decided to take their two children with them. Now, the only question is—Rome or Paris?

**Meredith Glenn '96BS/H&S** is a financial aid counselor and coordinator of student employment at Randolph Macon College. She lives in Richmond.

**Larry Gordon '95BS/B** is a safety officer with the VCU's Department of Environmental Health and Safety. He lives in Richmond.

**Kelly Gotthardt '90BFA** married Marc Lambiotte on May 30, 1998. She works for the Phillips Collection art museum in Washington. The couple lives in Takoma Park, MD.

**Dylan Greenbaum '94BS/B** married Leigh Kennett '96BS/H&S on June 20, 1998. Leigh is in grad school at VCU, and the couple lives in Richmond.

**Theresa Howard Guinn '95BS/H&S** worked security for the U.S. Congress in winter, 1996, and is now preparing for missionary work. She married Jerry Guinn in October, 1996.

**Mark Hannon '94BFA** is working in the computer network industry. He lives in Basking Ridge, NJ. He would like to hear from any old friends at mark\_m\_hannon@atlanticmutual.com

**\*Erich Hartmann '96BS/MC** is a copywriter for Young and Rubicam, NY. He has written, directed and produced national multi-ad campaigns for GTE Wireless.

**Cynthia Henderson '94BSW '96MSW** married Clinton Porter Jr. on August 1, 1998. Cynthia is a program coordinator for the City of Richmond, where they live.

**Terri Henshaw '98MED** married John Ziegenfuss III on May 23, 1998. She works for Kinder Care Learning Center in Richmond. The couple lives in Petersburg, VA.

**Kimberly Rose Hillman '92BS/H&S** earned her law degree from the University of Baltimore in May, 1997. Magna Cum Laude, and is a member of the Heusler Honor Society. She is an attorney in the Products Liability Group-Toxic Tort Team, at McGuire, Woods, Battle & Boothe in Richmond.

**Katherine Holcombe '97BS/MC** is a media assistant with Barber Martin & Associates, Inc. She lives in Glen Allen, VA.

**Dierdre Holly '95MSW** married Pete Pearson on May 30, 1998. She works for Richmond Behavioral Health Authority. The couple lives in Chester, VA.

**Timothy Holtz '96MURP/H&S** is director of the Richmond Metropolitan Habitat for Humanity and lives in Richmond.

**Charles Hudson '97BS/E** married Kimberly Gary on August 1, 1998. They live in Richmond.

**\*Tiffany Hudson '96BM** is pursuing a master's degree in music education at Temple University, where she's a graduate assistant for the University Bands. Tiffany lives in Jenkintown, PA.

**Allison (Salsbury) Isani '93MSW** married Arif Isani on May 25, 1997. The couple lives in Coconut Grove, FL.

**Lisa Potts Jobe '90MSW** and her husband Jared announce the birth of their second son, Jeffrey Preston, on July 22, 1998. The family lives in Silver Spring, MD.

**Michael Jones '97BS/H&S** is a lieutenant in investigations for the Capitol Police of Virginia and chair of the Virginia Criminal Intelligence Association.

**Peter Jones '97MT** is a teacher at Northern Granville Middle School and lives in Henderson, NC.

**Arthur Kaye '92MS'96PhD** works at Clinical Psychology Services, P.C. of Fairfax City. He specializes in the treatment of chronic forms of depression, post traumatic stress disorder and sexual dysfunction. He lives in Alexandria, VA.

**Karen (Thomas) Keller '92BFA** married Jeff Keller on November 2, 1996. She is a freelance designer for several residential contractors in Newport News, where the couple lives.

**Brian Kelley '93MS '95PhD/H&S** is an assistant professor of psychology at Bridgewater College. He lives in Grottes, VA.

**Jennifer Kidwell '92BFA** married Mark Milow on May 23, 1998. She is a regional marketing officer with Crestar Bank. The couple lives in Mechanicsville, VA.

**\*Linda Kinney '97MSW** and her husband Patrick, celebrate the birth of their daughter Caroline Lee on October 29, 1998. Linda is a substance abuse clinician with the Reston Counseling Center. The Kinneys live in Leesburg, VA.

**Heather Kinser '96BS/H&S** is an office manager with IndyMac. She lives in Escondido, CA.

**Steven Krause '90MFA/H&S** is an assistant professor of English at Eastern Michigan University in Kalamazoo.

**Sharon Lee '95BS/B** married Rodney Cotten on April 11, 1995. She is an underwriter for Amica Insurance. The couple lives in Raleigh, NC.

**Donald Leonard '98BM** is the director of bands at Monacan High School. He lives in Richmond.

**\*Lesley (Willis) Lindsey '97BS/B** married Joshua Lindsey on June 27, 1998. She is an accountant with Philip Morris, USA. The couple lives in Richmond.

**\*Tammy Lloyd '91BFA'98MBA** is a management development program coordinator with Heilig-Myers Furniture Company. She lives in Richmond.

**\*Richard Lombardi '97BS/B** married Denise Dusenbury on May 30, 1998. He is an accountant with Terry, Hagen & Atwood, PC. The couple lives in Richmond.

**Barbara Lundquist '97MSW** is a psychotherapist at The Women's Center in Vienna, VA. She also has a private practice with Professional Guidance Associates in Washington. She lives in Falls Church, VA.

**Patrick Mancuso '97BS/H&S** and Susan Hanks '94BS/B were married on May 16, 1998. Patrick works for the Virginia's Department of Juvenile Justice. Susan works for Central Virginia Bank. The couple lives in Richmond.

**Dianne Marcey '91BS/B** is a statistical analyst for NationsBank Montgomery Securities. She lives in Emeryville, CA.

**George Mancini '91MBA** is a lieutenant colonel in the United States Army and lives in Manassas, VA.

**\*Nancy McAtee '96MS/H&S** is a fire and explosion specialist with the National Transportation Safety Board. She lives in Fairfax, VA.

**Tammy McClain '90BS/E** is a civics teacher with the Norfolk Public School System. She was one of three teachers who received the Norfolk Public Schools' Social Science Inspiration Award. Tammy was also chosen to participate in the Writing, Reading and Civic Education Program at Harvard University. She is working on a master's in education at the University of Virginia. Tammy and her son Roderick live in Virginia Beach.

**Marcia Meredith '93BS/MC** is public relations and marketing director for Plantation General Hospital and lives in Miami.

**\*Claire Merck '93BFA** is a designer for F. Shumacher in New York City, where she lives.

**Elizabeth Meyers '93BA/H&S** married Bryan McHugh on June 28, 1998. She is a special education teacher in Chesterfield County Public Schools. The couple lives in Richmond.

**Kelli Miller '91BS/MC** is a media producer/writer for the Weather Channel. She lives in Atlanta.

**Robin Moore '95MSW** is the community care coordinator for the Division of Youth and Family Services at the Hampton-Newport News Community Services Board. She and her sons Ian and Quinn are living in their new home in Yorktown, VA.

**\*Stephanie Morrow '98BS/H&S** married Richard Davis on May 23, 1998. They live in Chicago.

**\*Nannette Motley '97BS/E** married Brian Cotman on June 27, 1998. They live in Richmond.

**Stuart Mountjoy '93BS/MC** married Tracy Faires on June 27, 1998. Stuart is a territory manager for Makita, USA. The couple lives in Mechanicsville, VA.

**Dallas Neel '96BS/H&S** is a game warden for the Virginia Department of Game and Inland Fisheries and lives in Bedford, VA.

**Michelle Noch '94BS/H&S** is a corporate paralegal for Kronish, Lieb, Weiner & Hellman, LLP, in New York City, where she lives.

**Thomas Noffsinger Jr. '90BS/MC** is a communications specialist with the New York Times Company Shared Services Center. Thomas, his wife Amy and their daughters Dylan, Taylor and Hunter live in Cortland, VA.

**Tara Olivero '93BA/H&S** is a research assistant at Rollins College. She lives in Orlando, FL.

**Meredith O'Rourke '94BA/H&S** is director of special events and major donors at the Richard Norman Company. She lives in Herndon, VA.

**James 'Bob' Osborne '94BS/H&S** works for Daugherty and Daugherty Law Firm. He lives in Birmingham, AL.

**Hope Overholt '96MSW** is a social caseworker for the Jefferson County Department of Human Services in Golden, CO. She married Jim Murphy on July 11, 1998. They live in Denver.

**Frances (Hill) Owens '94BSW** married Eric Owens on May 2, 1998 in Ocho Rio, Jamaica. Frances works for Henrico County. The couple lives in Sandston, VA.

**Keith Parker '90BA '93MURP/H&S** is the executive director of C-Tran, Portland's mass transit system. He and his wife Dawn (McCoy) Parker '92MED live in Clark County, OR.

**Dawn Pasfield '96BFA** married Christopher Blevins on May 16, 1998. She is a business analyst at NationsBank. The couple lives in Charlotte, NC.

**\*Jennifer Pennell '98BS/MC** is a media assistant with Barber Martin & Associates and lives in Richmond.

**\*Jason Pensler '96BS/H&S** is working on a master's in education at George Mason University. He is engaged to Carmen Diaz Ortiz, and he lives in Alexandria, VA.

**Jill (Litkenhaus) Perrin '93BA/H&S** works in the market research department of CP Clare Corporation. She lives in Dracut, MA.

**Christopher Phillips '91BS/B** is an investment analyst for the District of Columbia Retirement Board. He lives in Olney, MD.

**Gary Pierpoint '91BFA** is a photographer for the Catholic University of America. **Christine Whitman-Pierpoint '93BS/MC** is the print media director with Bomstein Advertising Agency. They live in Rockville, MD.

**Robert Poling '96BS/B** is an accountant with the United States Department of Commerce and lives in Frederick, MD.

**Thomas Pope '92BS/H&S** earned his MD from Eastern Virginia Medical School in May, 1998. He is completing his residency at Penn State-Geisinger Health System in Danville, PA.

**\*Elizabeth Pope Jividen '94BS/B** is regional director of Retail Data Services and lives in Mechanicsville, VA.

**Richard Popielarz '94BS/H&S** married Jessica Harrison on July 11, 1998. He works for Henrico County, VA, and the couple lives in Richmond.

**\*Paul Pritchett '92BS/MC** is an associate marketing manager with Union Camp Corporation. He has relocated to Little Falls, NJ.

**Jennifer Pryor '95BS/H&S** married Eric Youngblood on July 25, 1998. She works for Arrow Electronics, RTP. The couple lives in Holly Springs, NC.

**Deborah Quick-Conner '96MSW** and her husband Mike announce the birth of their first child, Alex Michael, on February 23, 1998. Deborah is a clinical social worker for Carilion Hospice Services of Roanoke, VA. The Conners live in Copper Hill, VA.

**Diane Rabideau '97MBA** is a purchasing manager for Ethyl Corporation and lives in Richmond.

**Matthew Ratchford and Samantha Fortune**, both '97BS/H&S married on June 27, 1998. Matthew is an assistant manager at Alan Furs, and Samantha is pursuing a master's degree at VCU. They live in Hanover County, VA.

**Cecily (Peeples) Reyes '92BS/H&S** is a health and emergency case



# THE ART OF SWIMMING

Jay Fitzgerald '75BS/E,BS/MC

BY INGRID MERCER

"Can I swim?" That was the question on everyone's mind at swim team tryouts, when freshman Jay Fitzgerald showed up with the others at the Franklin Street pool in his baggy Birdwell trunks. He did manage to demonstrate to VCU's varsity-swimming coach, Jack Schiltz, that he could do all four strokes without drowning, and made the team.

Fitzgerald was in the lane and on his way to an international coaching career. Because of his accomplishments, the School of Education chose him as their 1998 Alumni Star.

Despite "quite possibly being the slowest swimmer," he brought a lot to the young team. In fact, as Fitzgerald began coaching neighborhood children's swim teams, Schiltz realized that his leadership skills, honed in the military—and the fact that he had to re-learn all the strokes—were making him into an extraordinary coach and teacher.

Jay Fitzgerald came to VCU in 1971 after six years in the army. Drafted into the Vietnam War, he had earned the rank of First Lieutenant. Having grown up near D.C., he was looking for a "real city" where he could develop his interests in journalism and politics. After his experience in the military, the "blue blazer" fraternity and sorority scenes of colleges like the University of Virginia were "too much like Disneyland."

Diverse, dynamic, and the center of state government, "VCU and Richmond were the perfect launching pad," he says. "VCU was new every day and life as it really is. It was part of a real community." He adds, "It was especially exciting to see the art students' creative works on display throughout the campus." The university was constantly changing and growing, and the students played a part in the transformation.

On the other hand, "I have never been more afraid of failure than I was in those first six months as a returning student. I knew the other students fresh out of high school still had that schoolwork mentality. I was terrified that I would fail my classes." And, he carried a 20-hour class load for a double major in physical education and journalism.

His teachers offered strong moral support. His first academic advisor was Dr. George Crutchfield, head of the School of Mass Communications. "He would always say hi and invite me to his office to see how I was doing. Dr. Crutchfield made me feel more secure as an older student in the academic environment."

Teachers also made connections between student and city life. Bill Turpin, who taught journalism, was a "do-what-you-have-to-get-the-story-in" reporter and a demanding teacher. Turpin's students "addressed issues regarding the city of Richmond, the state government, national affairs, and how they shaped our lives."

Besides coaching the swim team, Jack Schiltz taught in the School of Education. "Schiltz had us working in inner-city schools for our student teaching," an experience that impressed Fitzgerald. Education students learned how to motivate and challenge young people whose home situations were not so conducive to school and learning.

Motivation for swimming is similar, Fitzgerald says. "The teacher analyses students' strengths and weaknesses and suggests how they can improve. Once students are successful, they will come back to you for more input. Coaching or managing people is all about putting people in your care in charge of their own lives and then guiding them toward success."

Once acclimated as an older student, Fitzgerald's double major pressed him into some creative time management. He turned in one paper in two phys ed classes and a magazine writing class, as well as publishing it in a sports magazine.

Yup. A's in all three classes. But the subject justified a little fudging. Fitzgerald wrote about the swimming start from a runner's racing crouch, one foot back, "that evolved right here on this campus," he says. Before, swimmers stood at the edge of the pool, arms swung back, to start a race. "Now, everyone uses either a Track Start which was created at VCU or the traditional Grab Start in all swimming meets."

Since he left VCU, Fitzgerald has coached age groups from elementary school to master swimmers. He's coached numerous US Swimming teams—USS is the national governing body for swimming—and international teams including the USA National Team and the USA Pan American Team. He has coached swimmers from Japan, Denmark, Singapore and Moldova, most of whom went on to swim on their countries' Olympic teams. In fact, "My biggest accomplishments are placing people on Olympic teams." He coached swimmers Dave Wilson and Betsy Mitchell onto the 1984 U.S. Olympic team, where both of them won both gold and silver medals. In 1998, Mitchell was inducted to the Swimming Hall of Fame. Now Fitzgerald is coaching at Pine Crest High School in Fort Lauderdale.

That second major in Mass Comm came in handy as well. While he was at the 1987 European Championships with his Danish swimmers, Fitzgerald met Don Crique, a sportscaster for NBC. Crique invited him to be an associate producer and advisor with NBC for the 1988 Olympic swimming events. He won an Emmy for his work, something he found out only when the network called him and said, "Your Emmy has been sitting here for a year. Do you want it or not?" He advised NBC again for the 1992 Olympics.

So, what is his key to building such successful teams? Technique. "This was a cornerstone from Jack Schiltz." Before swimmers can work on endurance, they must be able to swim the strokes correctly. This is the major difference between competitive and recreational swimmers, he says. "I can tell how much training swimmers have had just by watching their movements in the water."

"It's like the difference between basketball on the street and pro ball," he explains. "Good swimming is like ballet. The lines of the strokes are clean and simple. Good swimmers are artists."

*Ingrid Mercer is a swimmer herself, noncompetitive but serious. She has worked on her technique with Betsy Nagle, aquatics director at the University of Pittsburgh.*



manager for Caritas Refugee Services of Austin, TX, where she lives.

**Lance Reynolds '98MED** is a physical education teacher with Northumberland County School System, as well as head coach of the eighth-grade football team. He lives in Callao, VA.

**Stuart Rodda '98BS/B** is a staff accountant for Clifton Gunderson PLLC. He lives in Richmond.

**Andrea (Lucy) Rollins '90BS/H&S** married Geoffrey Rollins on May 23, 1998. Andrea is a property manager at The Links Apartment Homes. The couple lives in Glen Allen, VA.

**Dina Rosenthal '91MA/B** is executive director of the Staten Island Children's Museum and lives in Staten Island, NY.

**Amy Ruth '92BA/H&S** and her husband **Jim Meisner '93BS/MC** live in Williamsburg, VA. Amy's biography for children, *Louisa May Alcott*, was released in July 1998 by Lerner Publications in partnership with A&E Network's "Biography" series. In the next two years she'll write biographies of Mother Teresa and Olympic champion Wilma Rudolph and a history of the lives of children during the Great Depression for the series. Amy is a development news writer at the College of William and Mary and teaches composition at J. Sargeant Reynolds Community College in Richmond.

Jim and Amy co-wrote *The Founding Fathers*, a children's history coming out in June 1999 from Enslow Publishers. Jim is a PR specialist at the Virginia Department of Conservation and Recreation, promoting the state's 28 parks. A part-time actor, he has appeared in several television commercials, movies and documentaries.

**Scott Santmier '95BS/B** married Carol Bailey on June 27, 1998. They live in Chicago.

**Heather (Napier) Satterfield '97BS/E** married Don Satterfield III on May 2, 1998. Heather works at Peoples National Bank. The couple lives in Danville, VA.

**\*John Scavullo '97BS/B** is a computer programmer with Car Max and lives in Richmond.

**\*Christine Sendaydiego '96MED** married Gaven Schofield on June 20, 1998. She is a youth counselor in Richmond, where they live.

**\*Daniel Smith '95BFA** is a computer installation technician for DYNACORP. He lives in Montclair, VA.

**Michelle Smith '94BSW** married Richard McCarthy on May 30, 1998.

She is a preschool teacher at Kids R Kids. They live in Orlando, FL.

**Samuel Smithers '95BFA** married Tanya Rhodes '96BS/B on May 30, 1998. They live in Glen Allen, VA.

**\*Kai Sommer '94BA/H&S** is an airman in the U.S. Air Force, stationed in Japan.

**Jennifer "Garnett" Spigle '97BFA** is an assistant designer for Zelda in New York City, where she lives.

**\*Michael Stanley '93BS/97MPA** is assistant director of financial aid at Emory University and lives in Atlanta.

**Mark Sties '93BFA** married Alison Birkey on April 4, 1998. He is an administrative assistant at James Madison University, in Harrisonburg, VA, where the couple lives. In his spare time Mark enjoys ministering to youth, website construction, and performing free concerts.

**William Sturman Jr. '93BS/MC** married Lynda Hatton '92BM on May 30, 1998. William works at Capital One. Lynda works for Aaron Rents, Inc. They live in Richmond.

**Kathy Sumerford '97MT** won the 1998 Sallie Mae First Class Teacher Award for Henrico County Public Schools. She lives in Richmond.

**Zachary Swartz '92BA/H&S '96MD** married Susan Miller '97MHA on April 18, 1998. Zachary works at VCU's MCV Hospitals. Susan works for Southern Health Service of Richmond. They live in Richmond.

**Laura Tanger '91BFA** is a student advisor at the Gemological Institute of America. She lives in Cardiff-By-The-Sea, CA.

**Stephanie Taylor '97MED** married Rodney Jefferson on August 1, 1998. She is an early childhood special education teacher in Roanoke, VA, where the couple lives.

**Matthew Tessier '93BS/E** married Kathleen McCarthy Tessier on July 19, 1997. They live in Pottsdam, NY, where he works at Clarkson University. (An earlier note had mistakenly reported his marriage to Cyndra Flynn '94BS/MC, which did not take place, from an engagement announcement.)

**\*Ivan Thomas '97BS/H&S** and **Jennifer Miles '97BS/H&S** are engaged. Ivan is a counselor with Associated Educational Services and working on a master's degree in counseling education. Jennifer is a second-year medical student at Northwestern University Medical School in Chicago. They plan a July 1999 wedding.

**Brian Thomasson '94BA/H&S** passed the Virginia Bar Examination,

and was sworn in on June 1, 1998, by the Virginia Supreme Court. He works for Zoby and Broccoletti in Norfolk, VA.

**\*Pamela Thompson '92BFA '98MAE** earned her MAE through VCU's satellite program in Tidewater, VA. She lives in Chesapeake, VA.

**Christine Thorner '96MT** was promoted to head teacher at the Brooklyn Friends School and lives in Brooklyn.

**Rangeley Thornton '95MS/H&S** is a criminal justice program analyst in the Crime Prevention Center at Virginia's Department of Criminal Justice Services. He works with youth safety initiatives throughout the state, mainly with school resource officers and at risk programs to keep youth out of the court system or to help reduce recidivism through school/police partnerships.

**Kristen Verderosa '98MT** married David Hess on June 6, 1998. Kristen is a special education teacher for Hanover County Public Schools. The couple lives in Charles City, VA.

**Christopher Warren '92BS/H&S** received the Navy and Marine Corps Achievement Medal and was promoted to marine sergeant.

**Melanie Pecht Welch '94BS/H&S** and her husband celebrate the birth of their first child, Blake Owen Welch, born on June 14, 1998. Melanie is a technical writer editor for System Resources Corporation. The Welch's live in Petersburg, VA.

**Jason Whitehead '96BA/H&S** is a conservation technician with the Colonial Williamsburg Foundation and lives in Williamsburg, VA.

**Eric Wickenheiser '91BFA '98AE/A** is teaching art (in English) to high school students in Istanbul, Turkey. "I have spoken to a few Turks in Turkish, using Tarzan talk, and pointing and nodding. I was even able to discuss the evolution of Christianity and Islam from the worship of a common patriarchal sky god in the Near East," he writes.

**Thomas Willcox '97MT** completed Officer Candidate School at Naval Aviation Schools Command, Naval Air Station in Pensacola, FL.

**Robert Wilson '90BFA** and **Ruthanne Raniszewski '94BFA** plan a May, 1999 wedding. Robert works for Acme Plastics, Inc. in Alexandria, VA. Ruthanne is a graphic designer for Craver, Mathews, Smith & Co, in Falls Church, VA.

**Greg Winge '96MSW** is the director of youth services for Franklin County, VA and lives near Boones Mill, VA.

**Catherine Winstead '94MT** married Robert DuPuy on August 15, 1998. She works for Aptos Middle School in Aptos, CA, where the couple lives.

**Heather Wirt-Farnsworth '93BS/B** is a network consultant with Renaissance World Wide and lives in Chesterfield, VA.

**\*Pamela (Walker) Wood '96BS/H&S** married Maya Wood on May 3, 1997. Pam is a student at James Madison University. The couple lives in Linville, VA.

**Tammy Young '96MT** received the Sallie Mae First Class Teacher Award in Prince George County, VA, where she teaches kindergarten at North Elementary School. Tammy and her husband Eric live in Prince George.

**Elizabeth (Farmer) Zimmer '95MED** married Christopher Zimmer on June 28, 1997. Elizabeth is a preschool special education teacher in Floyd County, GA. The couple lives in Rome, GA.

## Obituaries

### 1940s

**Susan Mahan '44C(OT)/AH.**  
**Katherine Shank '41BFA.**  
**Maude Spindler Stevens '46BM '51MM** on August 27, 1998, at 74. She taught piano in Richmond for more than 50 years.

### 1950s

**Jennings Barber '57BS/B '57C/E.**  
**Claudine Carew '57BFA**, at 63. She was an actor, director and drama teacher at the York County School of the Arts.  
**Jean Carroll Grigg '56MSW** June 14, 1998, at 67. She was one of the first Licensed Clinical Social Workers in the state of Virginia.  
**Beverly Keith '58BM.**  
**Ashton Mitchell '52BFA** on June 23, 1998.  
**Carter Ossman-Muller '50MSW.**  
**Dr. Richard Perkins '54BS/H&S** died December 31, 1998, at 70, after a long illness. He was a Presbyterian minister and held a Master and Doctor of Divinity from Union Theological Seminary. He had been a missionary to India and later was executive director of TRUST, an ecumenical, integrated agency that provided consultation and training for social change in the '60s and '70s.  
**David Shepard '56BS/MC** on February 8, 1998. He was an associate professor of business at Virginia Western Community College for more than twenty-five years.  
**William Stephens Jr. '54BS/H&S** on August 23, 1998.  
**Beverly Ann Smith Young '56BS(OT)/AH** June 19, 1998, at home in Pascagoula, MS, after battling breast cancer for 27 years.



## "ELEGANT AND FRIENDLY"

**Kathleen Mansfield Bullard '41BFA**, died December 9, 1998 at her home in Goochland County, at 78. Last April at Reunion Weekend '98, she commented that events were "elegant and friendly,"—apt words to describe Kathleen herself.



Her style was perhaps the first thing you noticed; but it was more than matched by her enthusiasm, humor and cheerful energy.

She grew up on a farm in Spottsylvania and began college as a home-economics major and one of Virginia Tech's first co-eds—on a 4-H scholarship she'd won in a biscuit-making contest. After a year there, she came to RPI to study art.

"You had to be committed," she said of RPI's five-and-a-half day class weeks. "Students were serious about their work—but we had fun at the

same time." She was also senior class president and chaired the Senior Dance Committee.

Kathleen maintained a strong connection with RPI and VCU. Soon after graduation, she and the late **Jack Creasy '42BFA** co-founded the RPI Alumni Association. It wasn't especially easy in the face of Dr. Hibb's concern that alumni might want more control than he thought appropriate. But alumni like Kathleen and Jack persisted, keeping hand-written lists of alumni and paying for supplies and stamps out of their own pockets. They finally won over the founder, who gave them a tiny office on campus.

Her friend and classmate **Asa Watkins '41BFA**—who introduced her to her husband, Jim—remembers her as "extremely able, and artistic. She was very involved, a great mother to her four children, and she had a great mind." In fact, he said, "I envy her mind. She never forgot anything. She was a great leader of organizations." Her friend Sue Durden agrees. "Kathleen had strong opinions and wasn't afraid to express them."

Kathleen was on RPI's Board of Visitors at the time of the merger with the Medical College of Virginia, and she served on the merged board. She was also on the advisory committee to VCU's Honors Program. She was twice president of the MCV Women's Auxiliary and a founding member of the MCV Hospitals Hospitality House. She served in the community, too, and was on the board of Children's Hospital for many years.

"She was very loyal to anything she believed in, like RPI and VCU," adds Durden. Something else both her friends and organizations valued was that Kathleen was a good cook and a great hostess, who entertained often at her home in Goochland County. "And indefatigable as far as numbers," adds Durden in some awe. "There would be more than 100 people at family reunions."

She loved art and music, and did some of the illustrations for *A History of Spottsylvania*, written by her brother, James Mansfield. But the major quality both Watkins and Durden remember was that she was a loyal friend, persistent, kind, generous and gracious. VCU will miss her.



## "AN UNCOMMON WOMAN"

**Jessie Hibbs Hawke '40s/MSW** on July 12, 1998, in Tazewell, Virginia, of a heart attack. She was 77. Her father, Dr. Henry Hibbs, founded the Richmond Professional Institute, now VCU. She married Nathaniel John Hawke in 1943 from the Dean's House at 910 West Franklin Street, now the President's House (photo). Her husband once wrote to Dr. Hibbs about "the one important thing we have in common, the superior kind of wives we have." Jessie told her daughter, "An exciting marriage is always being yourself."

Her daughter, Susan Altizer, said that her mother and aunt were raised by their parents "on a love of art, literature, history and a sense of adventure . . . and love and compassion for those less fortunate." Both sisters were social workers. Jessie did social work in Alexandria before she married, and later with the Red Cross.

Although she suffered from post-polio syndrome, Jessie was still living in her own home. Her life-long friend, Mary Grace Scherer Taylor—whose father, Dr. J.J. Scherer, was chair of RPI's Board of Directors until 1956—commented that "she went out as she lived, with a lot of fire." Susan Altizer summed up her mother as "an uncommon woman of strength and intelligence living in a time of change who did the best she could at every turn."

Several times during the 1980s, Jessie spoke to Cabell Library Archivists about her father, sharing materials and filling in some gaps in Hibbs history. Here are some of her memories of Dr. Hibbs and growing up with RPI.

"I do know he talked over every problem with [my mother]. Mother had a Master's in Math from Columbia, and whenever Hibbs asked legislators or donors for money, 'she . . . worked on these legal pads, on numbers for him for a presentation.' Hibbs, who had a hearing problem, 'could always hear Mother.' Jesse recalled helping her mother and sister and Bessie Brown with teas in the garden of the Dean's house at 910 West Franklin Street for faculty and students.

The merger with the Medical College of Virginia seemed to her a natural outcome of a long relationship. "RPI has always cooperated as much as they possibly could with other colleges, with the city of Richmond, the medical college, the hospitals." Nurses for several Richmond hospitals trained at RPI, as well as lab technicians and occupational therapists. "Oh, way back, even before the war . . . what they were doing here was, the medical college wanted something, so they taught it." Hibbs' cooperation, she recalls, extended to Virginia Union University; "I know Daddy met with the president of that school and tried to see what they could do to help each other."

When Hibbs died at 89, in April, 1977, so many former students and faculty and friends came to Lexington and brought stories with them, that "it was the happiest funeral . . . that I have ever been to."



## 1960s

**Mina-Jo Bostic '60MSW** on April 30, 1998.

**Robert Wesley Dervishian Sr. '68BS/B**, at 58, following pancreatic surgery; he had had episodic lupus for five years. He was a senior partner with his twin brother William in the law firm Dervishian & Dervishian in Richmond. Robert was passionately interested in science all his life. He wrote a computer program for the firm in 1987. In 1993 he wrote "Grand Unification Theory," a paper on the expansion of the universe,

and distributed it on the internet. He also invented and held patents to a four-person chess game, a Dervishian family favorite.

**Mary Smucker Hulburt '65MSW** October 27, 1998 of cancer, at home in Richmond. She was 78. She was a psychotherapist and taught in VCU's Department of Psychiatry until 1977. She retired from private practice in 1991. A Mennonite with a life-long love of music, she helped establish the Richmond Sacred Harp Singers, who sing hymns from shaped-note music.

**Ruth Davis Langhorne '60s/A** on September 10, 1998, of complications

from strokes; she was 77. She studied at Richmond Professional Institute, and painted and taught at her shop in Richmond during the '70s. Her watercolors hang in private and corporate collections and were shown in juried exhibitions throughout Virginia, from Abingdon to the Chrysler Museum in Norfolk.

**Katherine Chamberlain Hyatt Radford '62MS/ H&S** on April 22, 1998, at 87. She had taught on the faculty of VCU's Department of Psychology.

**Wayne Sprouse '68BS/B** on July 13, 1998, at 55. He was an account executive with the Flagship Group.

**Joyce Tompkins '60BS H&S** on August 12, 1998.

**Ann Barber Winston '69BS/E** on July 17, 1998, after a brief illness. She was the owner of Echo AudioBooks in Virginia Beach.

## 1970s

**David Anderson '72BS B**.  
**Barrett Brandon Jr. '75BS B** on June 16, 1998, at 55.

**Horace Farrar '78BS H&S** August 12, 1998, at 45.

# WHAT'S NEW?

Shafer Court Connections welcomes updates on marriages, family additions, job changes, relocations, promotions—whatever you think is newsworthy. Help us keep track of you by completing and returning this form. Recent newspaper clippings and photographs are also appreciated. Please mail to **VCU Alumni Activities, 310 North Shafer Street, P. O. Box 843044, Richmond, Virginia 23284-3044.**

NAME/DEGREE/CLASS

SPOUSE'S FULL NAME/(IF APPLIES) DEGREE/CLASS

CHILDREN (INDICATE IF CURRENTLY ATTENDING VCU)

PREFERRED MAILING ADDRESS

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e mail:

☐ CHECK HERE IF NEW ADDRESS

JOB TITLE

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NEWS

**Important Note:** If this magazine is addressed to an alumnus who no longer lives at the address provided on the address label, please advise us so that we can correct our records. If you know the person's correct address, we would appreciate that information. Also, if a husband and wife are receiving more than one copy of the magazine, we would like to know so that we can avoid duplicate mailings. Please provide the names of both spouses and the wife's name at graduation.

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Membership (alumni over 55)

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payable to **VCUAA.**

Ruth Spain Frost '73MED September 16, 1998, at 86. She was a retired teacher and counselor with the Richmond Public Schools.

Nils Hanson '71BA/H&S on September 29, 1998, at 49. He worked for the William Byrd Press until he retired in the mid-'80s.

Louise Jacobson '77MME in September, 1998. She had been a music teacher and elementary music supervisor in Henrico County for many years.

Michael Magee '75MS/H&S.

Karen Lutz Morris '71BSW June 1, 1998, at 49. She was a social worker and director of social services for Albemarle County for 25 years, until she retired in 1996.

Glayds Brooks Payne '78MED. She was an educator in Hanover, Goochland and Henrico Counties for 25 years.

Wade Roper '75BS/H&S '79BS/P on May 29, 1998, at 49.

William Rutherford '77BFA.

Benjamin Vorhies '69BS/B '75MS/B.

Barbara Harris Walke '72MED on June 11, 1998, at 66.

Harry Weinstock '75BS/B.

## 1980s

Claude Bailey '87BFA.

Thomas Carter '85BA/H&S May 26, 1998, at 39.

Mary S. Evans '84BS/MC on October 29, 1998, at home in Richmond, suddenly of a heart attack, at 56. She was the spokesperson for the Virginia State Police in central Virginia since 1993. State police Superintendent Wayne Huggins described her as "extremely skilled in her profession."

George Gerber '81BS/B.

Lysa Fay Gunter '89BFA on September 25, 1998, at 34.

John Heifner '88BS/H&S.

Bettye Holland '82BGS/NTS.

Rosemary Tipton Johnson '86MED on July 25, 1998 of cancer, at 50. She was the principal of South Elementary School.

J. Daniel Long Jr. '83BS/H&S on October 1, 1998. He was a retired employee of AT&T.

Karen Wilson Moody '81BA/ H&S '86C/B on June 25, 1998.

Kathryn Moorefield '86C/B on April 2, 1998.

Dennis O'Connell '83BS/MC.

## 1990s

Glenn Atkinson '93MBA on September 1, 1998, at 35. He had worked in the Bellwood Printing Division of Reynolds Metals.

Dina C. Bowden '97BSW on January 28, 1999, at the age of 23. She was a rehabilitation specialist for SOC Enterprises, a non-profit sheltered work environment in Arlington, VA, for people who are mentally and physically challenged. She was the daughter of John A. Bowden '89BS/H&S, the sister of Jennifer Bowden DeBruhl '92BS '98MURP/ H&S, and the sister-in-law of Mark DeBruhl '86MACC/B.

Mary Dyer '93MSW on September 2, 1998.

Lori Fogleman '94MT on July 20, 1998.

John Hemans '93BS/H&S.

James McManus '90BA/H&S on June 13, 1998, at 76. He was the owner of the James B. McManus Funeral Home in Medford, NY.

Deborah Roszak Watson '94BGS/NTS on July 3, 1998. She had worked at Philip Morris for twenty years.

## Key To Abbreviations

Alumni are identified by year degree/school

### Schools

A Arts

AH Allied Health Professions

(CLS) Clinical Laboratory Sciences

(RC) Rehabilitation Counseling

B Business

D Dentistry

E Education

En Engineering

H&S Humanities and Sciences

M-BH Medicine-Basic Health Sciences

MC Mass Communications

N Nursing

NTS Nontraditional Studies/

University Outreach

P Pharmacy

SW Social Work

### Degrees

AS Associate's Degree

C Certificate

BGS Bachelor of General Studies

BFA, MFA Bachelor, Master of Fine Art

BSW, MSW Bachelor, Master of Social Work

BM, MM, MME Bachelor, Master of Music, Master of Music Education

M, DPA Master, Doctor of Public Administration

MAE Master of Art Education

MBA Master of Business

Administration

MD Doctor of Medicine

MEd Master of Education

MIS Master of Interdisciplinary Studies

MPA, DPA Master, Doctor of Public Administration

MT Five-year Teacher Education

program includes a BA or BS/H&S and a Master of Teaching.

MURP Master of Urban and Regional Planning

PhD Doctor of Philosophy

## VCUAA LIFE MEMBERS

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Mr. Charles W. Ayers

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## IT'S OFFICIAL—VCU AREA CHAPTERS

### NOVA/DC

VCU grads in the Northern Virginia/Washington, DC area have formed a committee to develop an alumni chapter—Omar '98MS/H&S and Terri '88BFA Lahlou, Eleanor Foddrell '82BS/B, Michael Smith '85BS/B and Alphonso Cypress '96BS/B. Their current focus is identifying alumni to participate in the chapter as well as developing goals and an agenda for the organization. All alumni in the area are welcome to join them at monthly

meetings. For information, please call **Rick Faulkner '73 BSW** at 703-684-7705 or 202-307-3106 ext. 138 or email him at [rfaulkner@bop.gov](mailto:rfaulkner@bop.gov) or [rfaulkner@msn.com](mailto:rfaulkner@msn.com).



### New York City

Who says New Yorkers don't get involved? For several years, New York City alumni have held a variety of events and activities for VCU graduates in the area. They began to formalize an official New York City alumni chapter in November. The organization committee is currently developing chapter structure, guidelines and goals. They invite all interested New York City alumni to participate in the chapter and attend future meetings. For information, please contact **Michelle Andryshak '92BS/MC** at (914) 651-6025; **Ozair Khan Omarzai '87BPh/P** at (732) 205-0740, [Ozair.Omarzai@chase.com](mailto:Ozair.Omarzai@chase.com); or **Clint White '93BA/H&S** at [clint\\_white@whitney.org](mailto:clint_white@whitney.org).



# VCU's Front Door

The dumpster nudges the back of the house, dust fills the air and the sounds of old tile being ripped up and temporary walls pried apart echo in the street. Renewal and restoration for the VCU Alumni House begins.

Preliminary preparations, including removing asbestos and lead, were finished before the holidays, revealing many original details of the house. Workers demolished walls added to create apartments and took out added plumbing and electrical, and the house's original dimensions are emerging. Its parlors, fireplaces and pocket doors had not been destroyed—only covered over or diminished to create smaller living units for students and others.

This activity reflects more than nine months of planning. The Alumni House Committee, chaired by the Association's immediate past president, Dr. M. Kenneth Magill, began work in spring of 1998 to develop the House as a home for VCU alumni and the University's front door. The Committee chose RGA/SSA of Richmond as the architects, unveiled preliminary plans September 29, and received final drawings before the holidays. We'll choose the renovations contractor in early March, and we expect the house to open in late fall. A subcommittee will plan interior design and choose furniture for the house this spring.

Fulfilling its mission, the House will have spaces for formal and casual meetings and get-togethers and will welcome visitors to a home-like environment. The main floor will feature a restored formal entryway and staircase, two parlors and reception areas, and a multi-purpose room for meetings and events. The back entrance will open onto a private garden, and a catering kitchen will provide support for events of up to 150 people. Reserved parking and ramp, and an elevator will provide access for all alumni. There will be offices for Association staff and a conference room on the top two floors.

Perhaps the most important mission of the house is its role in beginning the University's first major Endowed Merit Scholarship Campaign. The opportunity to recognize donors' generosity by naming rooms, and even the Alumni House itself, in honor of major gifts, was the inspiration for the Association to begin what has grown into a \$3.6 million campaign.

The Alumni Association Scholarship Campaign began with the Association's pledge to match \$500,000 in Alumni House naming gifts being raised to create a \$1 million fund. The VCU Foundation liked the idea so much that it pledged to match the \$1 million with \$800,000 for endowment and \$200,000 for current scholarship to begin the program immediately. Deans of the Academic Campus schools will then be challenged to raise another \$1.8 million in scholarships, and their efforts will be matched dollar for dollar, creating a \$3.6 million merit scholarship effort.

The Alumni House and Scholarship Endowment reflect the growing commitment of VCU alumni to support and strengthen the University. All alumni are invited to visit their new Alumni House when it is completed in the fall, and to join fellow alumni in helping VCU provide the finest educational opportunities in Virginia to more students.



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